

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CLIII, No. 10

NEW YORK, DECEMBER 4, 1930

10c A COPY

TO THE FRONT ROW SITTERS
YARDLEY IS SAYING,

"Move over"

ONLY when the buying public is pleased with a manufacturer's product, comes the cordial invitation to come up front. And such approval has been given, in gratifying degree, to the fine perfumery preparations of Yardley of London.

In advertising these justly renowned toiletries we surround them with all the luxury of their English background. We tell the story of the English woman's world-famed complexion, and of the part which Yardley preparations have played, for 150 years, in guarding that complexion.

American women have read, tried and approved. And on this approval Yardley has gone straight ahead to a pleasing American volume.



BY APPOINTMENT
TO H. R. H.
THE PRINCE OF
WALES



N. W. AYER & SON, INCORPORATED

Advertising Headquarters

WASHINGTON SQUARE • PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON

INTERRUPTING IDEAS

That Increase Advertising Results



While scaly monsters fought in PENNSYLVANIA

While scaly monsters fought in PENNSYLVANIA

While scaly monsters fought in PENNSYLVANIA

While scaly monsters fought in PENNSYLVANIA

SINCLAIR MOBILE
Pennsylvania MOTOR OIL
 35¢ per quart

Made in the newest, largest single refinery using PENNSYLVANIA grade crude exclusively.

... The Interrupting Idea is a thought so expressed in advertising that it interrupts the reader, focuses his attention, registers in his memory and impels him to buy. It is the copy-basis of the Federal Advertising Agency, Inc.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLIII

NEW YORK, DECEMBER 4, 1930

No. 10

The "Coupon Attitude" Toward Advertising

Where It Fits into Today's Business Picture—What Kind of Advertising It Creates—and What to Do with Its Results

By Kenneth Groesbeck

Vice-President, McCann-Erickson, Inc.

THE more one thinks about coupons, the more one realizes that they are, after all, the most evident sign of a certain attitude on the part of the advertiser.

Clearly anybody who puts a coupon anywhere in an advertisement is looking at his problem from the angle of tangible results. He has decided that he wants a response from his reader. He has pasted onto his telegram the familiar sticker reading "answer requested."

At the outset it should be understood that although this attitude may be a desirable one on the part of the advertiser, it is not one which should always be adopted. There are many products of universal distribution in which consumer demand is well established, and where the public opinion on the goods is well known. Sampling campaigns may be running concurrently with the advertising. The copy is probably being separately tested. In such cases one does not need to make the advertising bring back replies from the consumer—except through the good news of increased sales. Often this enables the advertiser to concentrate on some method of appeal such as a pictorial one, which may be very strong in making sales, but which would be weak in bringing actual replies.

A whole field of advertising remains, however, which would be strengthened and made more human—and usually made more pro-

ductive—if it were written with the consumer more urgently in mind—this attitude being crystallized by the use of the coupon or any other device designed to increase direct replies. When the copy writer knows that there is a coupon in the advertisements, or that there is an offer of a sample or a booklet buried in the body of the text—when he knows that replies are coming in to the advertisements he is in the process of writing—when he knows that his ability is going to be judged by actual responses—he cannot avoid writing his advertisements strongly, humanly, and directly, and in a manner calculated to attract and get results. This kind of tonic, after all, puts life into all advertising creations.

Of course one does not have to have actual coupons; advertising can be planned and phrased so it will cause a perceptible response, even without the offer of a sample or a booklet. The reader can be made to go into the retailer's store and ask for some definite article in a line, or even for some special size of any given product, so that the extent of consumer response may be measured. Coupon-minded advertising, therefore, may be said to include all types that set about obtaining observable action on the part of the public, and that take measures to observe and check and profit by that reaction.

PELS-NAPTHA HAS A CHRISTMAS GIFT FOR YOU!

Whether you have used Pels-Naptha for years, or have just now decided to try its extra help, we'd like to send you a Pels-Naptha Chipper. Many women who prefer to chip Pels-Naptha Bars into their washing machines, tubs, or basins, find the chipper handy then using a knife. With it, and a bar of Pels-Naptha, you can make fresh, golden soap chips (that contain plenty of naptha!) just as you need them. Mail the coupon with four cents in stamps enclosed to help cover postage and we'll send you this chipper without further cost. Here's the coupon—Mail it now!

Note: This is the fifth of a series from the travel diary of a President Liner passenger. The full set in attractive booklet form may be had by writing to Dept. 5-C of the nearest Passenger Office listed below.

PELS & COMPANY, Philadelphia, Pa.

Please send me the handy Pels-Naptha Chipper advertisement. I enclose 4 cents in stamps to help cover postage.

Name _____

Street _____

City _____ State _____

Fill in completely—print name and address.

Chipso Ballot

I think most women will prefer Check here

CHIPSO FLAKES	
CHIPSO GRANULES	

NAME _____

STREET _____

CITY, STATE _____

This ballot, if used, should be accompanied by a letter, (1) giving reasons for your opinion and (2) telling about your personal experience with Chipso. Letters should be addressed to Mrs. Ruth Turner, Process & Gumble, Department C-128, Box 1091, Cincinnati, Ohio.

A beautiful brochure, with photographs of installations, may be obtained from any **Wurritzer** store.

Coupon-Minded Advertising Includes All Types That Set About Obtaining Observable Action on the Part of the Public

Advertising started with the "coupon attitude." It had to, because only an expenditure that brought profitable results could have sold the old timers into so rash a procedure as spending cash money to break into print. All the patent medicine advertising, which bulked so large in the pioneer days of the business, was coupon-minded copy. It usually offered something—it was always closely and keenly watched for its effect on sales.

Closely following it, however, came the era in which a good many shrewd business men said to themselves: "Good-will is my greatest asset. Perhaps this new thing, advertising, will speed the otherwise mouth-to-mouth growth of my reputation."

They got away with it, largely because of the times. Advertising was new and novel. People still believed anything they saw in the papers. Competition on the advertising pages was still not stiff enough to be bothered with. If one advertised at all, one got what today we would call astonishing results.

These halcyon days culminated with the period directly after the war, when it was cheaper to spend

money in advertising than to give it to the Government. We had then the full florescence of the "institutional advertisement." Then was born the word "craftsmanship," which we now look at with the same faintly sick sensation as "shoppe." Then came into its noonday of glory the full page that said nothing at all, and said it with utter magnificence.

Soon, however, the taxes slackened and expenditure for advertising began to be looked at with the same fish-like eyes as scanned the payroll or the cash for the new plant. Competition got stiffer. The advertising men—those who had anything on the ball—began to ask themselves and the other fellow's clients "What are you getting for your money?"

This healthy and hard-boiled attitude toward advertising had to come if the business was to continue. Competition within our own ranks brought the first evidences of it—and the present economic cold bath speeded up the process and brought back the "show me" school full force. The "coupon attitude" toward advertising is a very natural frame of mind of those who spend money for adver-



GROWTH

To the philosopher's "Cogito, ergo sum" might well be added "I grow, therefore I live." Growth is the sign-manual of life. It distinguishes all living things from the lifeless.

The merger which has gone to the making of McCann-Erickson is a growth for both companies in size, in advertising mind-power, in past experiences on which to draw, and in breadth of present activity.

The company is now over five hundred people, working on sales and advertising problems in practically every line of business, through fourteen completely equipped offices on both sides of the world.

Size alone does not make an advertising agency valuable to an advertiser. But certain things that go with it—and especially the things that cause it—may well be considered worth having.

McCANN-ERICKSON

INCORPORATED

ADVERTISING



NEW YORK CHICAGO CLEVELAND
SAN FRANCISCO TORONTO
MONTREAL LONDON

LOS ANGELES SEATTLE DENVER
WINNIPEG VANCOUVER
PARIS FRANKFORT a. M.

CLIP AND MAIL

TO DUBOIS FENCE & GARDEN CO., Inc., 101 Park Ave., N. Y.

I am interested in about _____ feet of Dubois for _____

Please send catalog and prices

NAME _____

ADDRESS _____

CITY AND STATE _____

Let's Drive Better than Men in a free little book written for women drivers by a woman. It contains many helpful suggestions on road etiquette, driving at night, cold weather tantrums and many other questions on driving and care of the car. Address Mary Arnold, Dept. MJ-180, Vacuum Oil Company, 61 Broadway, New York City.

To help you dress up for the holidays If you'll send a letter to Lancaster for "New Ideas in Home Decorations," we'll mail this helpful book to you. Hazel Dall Brown has packed this color-illustrated book just full of suggestions on furnishing and decorating all types of interiors. Mrs. Brown will even work out special room effects for you if you wish. Enclose 10¢ to cover mailing costs. Armstrong Cork Company, Floor Division, 916 Mary St., Lancaster, Penna. (Makers of cork products since 1860.)

Send 10¢ and Plan's & Phono's Plan's Extracts Company, Dept. 30, 107 Madison Street, New York City.

Name _____

Address _____

City _____


FREE—this wonderful game All children love the H. C. B. Club, with a secret meaning, a badge to wear, and different degrees of membership. It makes them eager to eat their morning cereal. All the wonderful working materials—badges, gold stars, and big new colored posters with stirring scenes of Roland and Oliver, Joan of Arc, Richard the Lion Hearted. Mail this coupon to Dept. B-55, The Cream of Wheat Corporation, Minneapolis, Minnesota.

Child's name _____

Address _____

To get sample of Cream of Wheat check here ☐

An unusually helpful little booklet on color harmonies and the correct accessories to men's dress has recently been published. Drop into your nearest Johnson & Murphy dealer and ask for one.



**Advertisers of Almost Every Kind of Product Are
Using the Coupon or Its Equivalent in their
Advertising**

tising today. The fact that this attitude gets results is after all the fundamental proof of the soundness of good advertising. "Coupon-mindedness" may make the advertising man sweat, but look at the desirable things that come in its train:

The advance testing (when it is possible) of advertising copy—since it has to show actual results if it is to be used.

Writing advertising to cause, not only ultimate sales, but also more immediate response on the part of the reader.

A shortening of the distance between the manufacturer and the buyer of his goods, when the one talks directly to the other, and the buyer talks back by return mail through the coupon or its equivalent.

More interest on the part of the trade, when a dealer knows that the manufacturer is so close to his customer as this exchange indicates.

Finally, the correction of the goods themselves—their character, their packaging, their price and their method of distribution—be-

cause of what the manufacturer has learned direct from his customers.

Are these things healthy and sound and good foundation stones on which to build, or are they not? They are all by-products of the "coupon attitude" toward advertising. One just cannot help going along these ways and getting these results if it has been found desirable to plan and write advertising that will bring back an immediate and traceable answer apart from sales.

As has been said, both headlines and copy slant will probably have been pre-tested. If not, the actual returns will produce a running test, the indications being found in the comparative costs of the coupons. (Beware of con-

fusion in this case, however, since under observation is not only the pulling power of a piece of copy, but also the pulling power of the medium in which it runs and the influence of its position in that medium.)

Indication is soon forthcoming of what size advertisement pulls replies at the lowest cost per coupon. One learns (or finds it recorded in Dr. Starch's "Analysis of Five Million Inquiries") that the pay coupon (enclosed 10 cents to cover mailing cost, for example) pulls about half as many replies as the free coupon—but that these replies are worth four times as much in authenticity as free ones.

If the advertising is primarily directed at pulling coupons and offering a desirable sample of the product, free coupons will probably cost around 25 cents and 10-cent charge coupons around 50 cents, provided the offer is of something worth-while. These low coupon costs apply to such universally distributed articles as can properly advertise in national magazines. They

(Continued on page 142)

Thorough Trading Area Coverage Through One Newspaper!

Cover Milwaukee at a Single Low Cost

IN the Milwaukee fifty mile trading area, The Milwaukee Journal has a circulation more than 50,000 copies greater than that of the second Milwaukee paper, daily and Sunday. Considering duplication of circulation by the other two daily papers—morning and evening, The Journal has more readers than both of them combined.

Journal coverage of the Milwaukee market—the richest portion of Wisconsin—is so thorough that an advertising campaign in The Journal exclusively builds maximum sales and maximum profits at a single advertising cost.

Concentrate in The Journal and make your budget go farther!

THE MILWAUKEE JOURNAL
 **FIRST BY MERIT** 

Read by More than Four out of Five Milwaukee Families!



Countless families this year have no money even for vital medical care

Advertising and Publishing Groups help the Hospital Fund

Acute need for free care this year

THE hospitals are being overwhelmed with people who are in critical need of care yet who this year have not the money to pay for it.

Thousands of undernourished, out-of-work people are distracted with worry over the sickness of a husband, or wife, or child.

It is impossible for the hospitals to give people free care unless someone gives the money to pay for food, medicines and nursing. The hospitals get no help from the funds raised for other work—such as that for the unemployed.

The United Hospital Fund is trying to raise this year as near a million dollars as possible to pay for free care in 57 of New York's foremost hospitals.

The Advertising and Publishing interests have formed the Committee on the opposite page to help in this work. Everyone, either Advertising or Publishing, will want to do his share.

Give individually or give through your firm.

\$1.00 from every person in Advertising and Publishing would help thousands of hard-up people get their sickness back to health.

Send contributions to THE UNITED HOSPITAL FUND

H. Fulton
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L. Gage,

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iter Holl

C. Hopkin

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man Street

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Alyn

Alyn Eye

Community

Avenue

Committee of Advertising and Publishing Interests for the United Hospital Fund

H. Fulton, *General Outdoor Advertising Co.*, Chairman Outdoor Advertising Division
Melius Kelly, *Kelly-Smith Co.*, Chairman of Publishers' Representatives Division
Nelson Latshaw, *Butterick Publishing Co.*, Chairman of Magazine Publishers Division
Edmund Muir, *McGraw Hill Publishing Co.*, Chairman of Business Publishers Division
Stanley Resor, *J. Walter Thompson Company*, Chairman

Abbink, *Business Publishers International Corporation*

Ahrens, *Ahrens Publishing Co.*

Barton, *Amsterdam Agency, Inc.*

Berkowitz, *American Weekly*

Birch, *Criterion Advertising Service*

Brown, *Lord & Thomas and Logan*

Cecil, *Cecil, Warwick & Cecil, Inc.*

Charles, *Charles Advertising Service*

Clayberger, *Calkins & Holden*

Colton, *Wendell P. Colton Co.*

Cone, *Andrew Cone Agency*

Cuddihy, *Literary Digest*

Drey, *B. C. Forbes Publishing Co.*

Dreyfuss, *United Advertising Corp.*

Dudley, *Campbell-Ewald Co.*

Eckhardt, *Kenyon & Eckhardt, Inc.*

Evans, *Evans, Kip & Hackett, Inc.*

Fraser, *The Blackman Co.*

Frohmman, *Louis H. Frohman, Adv's*

Gage, *William H. Denney Co., Inc.*

Gardner, *Gardner Advertising Co.*

Green, *Charles C. Green Advertising Agency*

Hanff, *Hanff-Metzger, Inc.*

Hanrahan, *The New Yorker*

Harris, *The Dauchy Co.*

Hawley, *Hawley Advertising Co.*

Hedges, *Good Housekeeping Magazine*

Holbrook, *Nelson Chesman & Co.*

Hopkins, *National Outdoor Advertising Bureau*

Hoyt, *Charles W. Hoyt Co., Inc.*

Johns, *Batten, Barton, Durstine*

Osborn, *Inc.*

T. M. Jones, *Ewing, Jones & Higgins, Inc.*

Joseph Katz, *The Joseph Katz Co.*

H. B. LeQuatte, *Churchill-Hall, Inc.*

H. E. Lesan, *H. E. Lesan Advertising Agency*

H. K. McCann, *McCann-Erickson, Inc.*

Howard Meyers, *Realty Periodical Corp.*

Truman S. Morgan, *F. W. Dodge Corp.*

C. D. Newell, *Newell-Emmett Co.*

B. M. Nussbaum, *United Advertising Agency*

P. F. O'Keefe, *P. F. O'Keefe Advertising Agency*

James O'Shaughnessy, *Liberty*

Frank Presbrey, *Frank Presbrey Co.*

William H. Rankin, *Wm. H. Rankin Co.*

Frank James Reynolds, *Albert Frank & Co.*

W. M. Richardson, *Richardson, Alley & Richards Co.*

Philip Ritter, *The Philip Ritter Co.*

M. C. Robbins, *The Robbins Publications*

J. I. Romer, *The Printers' Ink Publications*

Raymond Rubicam, *Young & Rubicam, Inc.*

F. B. Ryan, *Ruthrauff & Ryan, Inc.*

Thomas Ryan, *Pedlar & Ryan, Inc.*

V. O. Schwab, *Schwab and Beatty, Inc.*

G. C. Sherman, *George C. Sherman Co., Inc.*

F. G. Smith, *Smith, Sturgis & Moore, Inc.*

Daniel Starch, *American Association of Advertising Agencies*

E. M. Sterling, *McMullen-Sterling & Chalfant, Inc.*

Fred Stone, *Review of Reviews*

G. Lynn Sumner, *The G. Lynn Sumner Co., Inc.*

E. T. Tomlinson, Jr., *Doremus & Co.*

Phillips Wyman, *McCall's Magazine*

Additional names will appear next week

The Fund Provides Free Care in These Hospitals

Infirmary for Women and Children	Manhattan Maternity	Prospect Heights
Isabella Home	Memorial, Cancer	Roosevelt
Italian	Methodist Episcopal	Ruptured and Crippled
Jewish, Brooklyn	Misericordia	St. Andrew's Convalescent
Jewish Maternity	Montefiore Hospital	St. Giles' the Cripple
Joint Diseases	Neurological	St. John's
Knickerbocker	New York	St. Luke's
Knapp Memorial Eye	New York Eye and Ear Infirmary	St. Mark's
Lebanon	Norwegian Lutheran	St. Mary's
Lenox Hill	Nursery and Child's	Skin and Cancer
Lying-in	Ophthalmic	Sloane
Long Island College	Orthopaedic	Sydenham
Mt. Sinai	Polyclinic	Woman's
Manhattan Eye, Ear and Throat	Post-Graduate	Wyckoff Heights
	Presbyterian	

SPITAL FUND • Care of Stanley Resor, 420 Lexington Avenue, New York City

Go Out and *Sell* Credit—an Idea for Banks

With Advertising Agencies Suggesting Ideas, Banks Would Be Able to Find a Market for Cheap Money

By Roy Dickinson

THE vice-president of an essential oil company was called up by his bank not long ago. A note for \$100,000 had been paid off a few days previously. The banker inquired politely why the company didn't renew the note at the very cheap rate of interest he was able to offer. The vice-president just as politely told him he had no real use for the money and he is continuing to do business on the old-fashioned hand-to-mouth basis on which he has been operating for the last few years.

He wouldn't have thought any more about this matter, nor would I have set down these words, except for one fact. The day after the conversation with his banker he met a friend on a suburban train. The friend is an advertising agency man. The agency man asked his friend, the vice-president of the essential oil company, whether he had ever considered putting out shaving cream of his own—the conversation having got around to shaving cream because the essential oil man was telling of experiments he was making to produce a new odor for a national advertiser.

The vice-president of the oil company told me later, "If by some stroke of luck the banker who called me up about the note and the advertising agent could have got together a few minutes before the telephone call with a complete idea, it is entirely possible we might have gone into an advertising campaign. As a matter of fact, we had talked the idea over at our plant several times. It would be possible for us to put out a shaving cream of our own, or a whole line of toilet articles, without losing the trade which we now have. In fact, we have been experimenting for some time in our laboratory with new odors and

new ideas. The offer of money without an idea didn't mean anything to us. If the idea had come to us at the same time the money was offered, we might have bought some machinery, hired some salesmen, started an advertising campaign, and tried the plan out. We would have been learning how to serve our customers better and at the same time giving ourselves the chance to develop a new and profitable side-line."

The Banker in the Limelight

The banker is very much in the public mind today. Many people are asking, for example, why the banker is telling them to draw out their savings and buy now, when they, themselves, are not doing their full share toward helping merchants and manufacturers sell now. The idea of putting the recovery of business up to the man in the street doesn't seem exactly fair to some of them, when they hear about the money in the vaults of banks, when they realize that money is being offered cheaply to manufacturers without an idea to go with it.

The trouble with the "buy now" propaganda is that many small merchants, for example, have not adequate stock to meet the demand for merchandise. Many of them have not even ordered the stock nor is it as easy for them to get money from the local banker as last year, although it is being offered to manufacturers. The letter sent recently to thirty bankers in Nassau County, New York, by the *Nassau Daily Star* indicates a point of view which is worth considering.

This newspaper, as so many others have been doing, has instituted a campaign to get people to buy now from local merchants. But it has discovered that some small merchants have had difficulty in

NEW ENGLAND'S SECOND LARGEST MARKET



It Makes a Difference How You Get In !

RESULTS depend so greatly upon approach! People here, as elsewhere, resent intrusions. They are skeptical of backdoor approaches, where associations do not inspire confidence.

The Providence Journal, one of Rhode Island's foremost institutions for a hundred years, and The Evening Bulletin, welcomed into homes of all classes with an overwhelming predominance, introduce your product to the Rhode Island family under most favorable auspices.

Whether you sell or not depends, of course, on you. But your approach is right for RESULTS.

The Providence Journal

Morning and Sunday

The Evening Bulletin

Published by the Providence Journal Co., Providence, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY
Boston New York Chicago

R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

securing medium-sized loans from the banks to be used for the purpose of adding to their stocks at a time of the year when buying normally increases. Said the newspaper:

It is our impression that when the "Buy Now" campaign was conceived, everything was covered by our community leaders except the answer to the question "What will the small merchant use for money to complete his inadequate stock when business shows signs of reviving?"

Why should you bankers, with more money on hand this fall than you had last year . . . with less activity for your money . . . why should you *tighten up* on the small merchant just when he needs you most?

The attitude of the bankers in tightening up is creating an obstruction . . . it is going to retard the wave of buying by the consumers . . . it prevents the merchant from having adequate stock to meet this new customers' demand and will only result in the buyers of the community hopping a train to shop in New York.

What you plan to do about it, this paper, in the interests of the community, would like to know. We would like to reassure the small merchant, who after all is just as solvent in most cases today, and just as much entitled to his usual line of credit with you as he ever was. In fact, he is more desirable because his inventory is down, as it has never been at this season of the year, and he stands to do an unusual business in staples if he is helped by the banks to stock up . . . NOW.

It is only fair to point out that a small group of banks are now doing their full share along the lines suggested. They are advertising a constructive service to business men, adding an idea to the money they have to offer. A good example of this tendency is a recent piece of copy in the newspaper campaign of the Shawmut National Bank of Boston that read as follows:

Thirty years ago a staunch Massachusetts manufacturer sold only face cream. Success led him to add other products. Within twenty years his salesmen sold no fewer than 2,500 different articles—many of them novelties.

Practically every one of this multitude met keen and spirited competition. Retailers showed an ever-increasing preference for the lowest priced goods with the highest discount. Profits slowly but steadily sank while expenses mounted skyward!

Unbiased investigators said: "Withdraw from the race. Concentrate." Searching analysis showed that one of the newest novelties had met with popularity from the day of its birth. It had few competitors, and was patented.

"Standardize on this one item," the president ordered. Then he announced the new merchandising plan. Under cover of an intensive selling campaign, item after item was withdrawn, until only six remained.

Today a salesman, with the entire line under one arm, can display each item to ten dealers in less time than it took him to show the old list of 2,500 to one.

A modern factory testifies to the wisdom of the drastic change of policy. It was entirely built out of the profits from that one novelty.

Through its long business experience and its innumerable contacts, Shawmut is frequently able to help solve intricate problems for both large and small concerns.

Only last month our Merchandising Division successfully, and quickly, solved a distribution problem that had long baffled the executives of an important corporation.

Of course, we cannot make definite promise of help, but, if you are facing a difficult problem in New England, it will be most exceptional if we are unable to give you some really constructive suggestion.

Why not give us an opportunity? Simply write our Merchandising Division outlining your difficulty.

There is far more good-will building in ideas such as these than in merely lending money.

Before there is a "buy now" attitude on the public's part there must be a seller who studies the market and offers something the buyer can be made to want at a price he is willing to pay.

The sort of selling which some intelligent manufacturers and retailers are doing now, seeking out unsatisfied wants, offering smaller and cheaper products, new ideas, is more important and constructive than a mere "buy now" invitation.

The bank that called up the essential oil manufacturer is one of many that has recently been actually selling credit.

The highest banking authorities are encouraging this point of view.

But ideas should be added to the offer of money.

If a group of advertising agents and a group of banks could now co-operate to use money plus ideas to uncover some of the potential buying power that shows its head every little while, much important good could be accomplished.

91

A lead
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New
I. A.



91% of Detroit's Best Buyers Read The News Regularly

A leading Detroit department store has recently published a list of streets on which the great majority of the residents are its customers. A recent survey of the same streets by The Detroit News reveals that 91% of all the homes receive a copy of The Detroit News week days. (82% Sundays).

These are the homes of the financially able—the homes that for the most part maintain charge accounts in Detroit's leading stores and have the money as well as the desire to buy.

Not only in these streets, but all over Detroit, The News reaches the substantial home-dwelling popula-

tion. Survey after survey proves conclusively the overwhelming home coverage of The Detroit News. Survey after survey also reveals The News as the one newspaper having thorough coverage in the highest income group as well as in the stable wage earning groups.

Advertisers seeking economical selling methods in 1930 should take heed of the unusually thorough coverage The Detroit News thus provides.

Concentration of your advertising in this one medium enables you to employ dominating space and obtain proportionately greater results at lower unit cost per sale.

The Detroit News

THE HOME NEWSPAPER

Member 100,000 Group of American Cities

New York,
I. A. KLEIN, Inc.

Chicago,
J. E. LUTZ

A Better Medium for the Chicago Market

AND AT A LOW

RATE PER THOUSAND

TEN years ago The Chicago Daily News was an excellent advertising buy for the merchandiser seeking to reach and influence the Chicago market . . . A good newspaper, strongly entrenched reader-following among responsive buyers of advertised merchandise, growing leadership in lineage. A low rate per thousand of circulation for its advertising space . . . Today The Daily News is an even better medium in a greater market . . . A vastly improved newspaper in its personnel, appearance and facilities for serving reader and advertiser.

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VERTISI

CHICAGO

Home Office

Daily News

Dearborn

NEW YORK

P. Woodw

10 E. 42d

A. Ashland

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larger circulation. Continued advertising
ership . . . AND A LOWER RATE PER
OUSAND FOR ITS ADVERTISING
ACE THAN TEN YEARS AGO.

among the efficient way to the Chicago buyer lies
handise. ough The Chicago Daily News. Its circula-
rate of more than 440,000 is home-directed,
sing spaily read, and concentrated more than 94 per
ven better in Chicago and its suburbs . . . Advertisers,
vastly inognizing this efficiency, are placing in its
appearanms a greater proportion of their advertising
dvertis1930 than they did during 1929.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

VERTISING REPRESENTATIVES:

CHICAGO

Home Office
Daily News Plaza
Dearborn 1111

NEW YORK

W. Woodward, Inc.
40 E. 42d St.
Ashland 2770

DETROIT

Joseph R. Scelaro
3-241 General Motors Bldg.
Tel. Empire 7810

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st Nat'l Bank
Bldg. Tel. Douglas 7892

ATLANTA

A. D. Grant
711-712 Glenn Bldg.
Tel. Walnut 8902

MEMBER OF THE
100,000 GROUP OF
AMERICAN CITIES

"You'd never reach second base *on a bunt*"

...Nor can you reach the big audience of farm women who buy foods, cosmetics and all household supplies by using only the national women's magazines.

...Oklahoma has only 7.1% coverage and Texas only 6.5% by the five leading women's magazines. These two states are lowest in the major agricultural group in coverage.*

...Unless you use the Oklahoma Farmer-Stockman you are not giving this territory the coverage it is entitled to, based on the volume of business it produces for you.

*Based on 1930 population



THE OKLAHOMA FARMER-STOCKMAN

OKLAHOMA CITY OKLAHOMA
OKLAHOMA PUBLISHING COMPANY
The Daily Oklahoman W.K.Y. Oklahomo City Times
National Representative: E. Katz Special Advertising Agency

20 Per Cent More for Advertising, 25 Per Cent Larger Sales in 1930

Consistent Advertising and New Uses Are Helping the Masonite Corporation to Weather the Depression

By G. A. Nichols

WITH the building industry in a serious slump, sellers of lumber and allied construction materials are supposed to be like the frog in the well: crawling up two feet only to slip back three. Yet a Massachusetts retail lumberman reports, with no little elation, that his 1930 business, both in dollar volume and net profits, is at least 12 per cent larger than in 1929. The well wall is slippery but he is holding his own; he is gradually, and none the less surely, crawling out.

This dealer—and his experience only typifies that of many others in a line of business which, during the last few years, has been kicked around like Champ Clark's hound dog—says the welcome and unexpected improvement in his condition has come about from the force of consumer advertising exerted by the Masonite Corporation of Chicago.

The corporation itself has even a better story to tell and backs up the story with figures. Its 1930 sales up to now are about 25 per cent larger than those of last year. This advance, says H. P. Watkins, advertising manager, is due primarily to the fact that the company simply refused to get scared or to become unduly conservative and re-trench last fall when the time came to make up its 1930 advertising budget.

It put through a program calling for 20 per cent more advertising in 1930 than was done in 1929. And

the 1931 program, which has already been approved, calls for 25 per cent more advertising than was done in 1930.

In making its decision to buy more advertising in 1931 than in

Make it out of
PRESWOOD
...and make it better

It is not always possible to find a material that is as strong, as durable, as easy to work with, and as economical as Preswood. Preswood is a new material that is made from wood and is as strong as steel. It is easy to work with and is economical. Preswood is a new material that is made from wood and is as strong as steel. It is easy to work with and is economical.

Masonite
CORPORATION
111 West Washington Street, Chicago, Ill.

Masonite	Preswood
1/2" x 4" x 8" Boards	1/2" x 4" x 8" Boards
1/2" x 6" x 8" Boards	1/2" x 6" x 8" Boards
1/2" x 8" x 8" Boards	1/2" x 8" x 8" Boards
1/2" x 10" x 8" Boards	1/2" x 10" x 8" Boards
1/2" x 12" x 8" Boards	1/2" x 12" x 8" Boards
1/2" x 14" x 8" Boards	1/2" x 14" x 8" Boards
1/2" x 16" x 8" Boards	1/2" x 16" x 8" Boards
1/2" x 18" x 8" Boards	1/2" x 18" x 8" Boards
1/2" x 20" x 8" Boards	1/2" x 20" x 8" Boards
1/2" x 22" x 8" Boards	1/2" x 22" x 8" Boards
1/2" x 24" x 8" Boards	1/2" x 24" x 8" Boards
1/2" x 26" x 8" Boards	1/2" x 26" x 8" Boards
1/2" x 28" x 8" Boards	1/2" x 28" x 8" Boards
1/2" x 30" x 8" Boards	1/2" x 30" x 8" Boards
1/2" x 32" x 8" Boards	1/2" x 32" x 8" Boards
1/2" x 34" x 8" Boards	1/2" x 34" x 8" Boards
1/2" x 36" x 8" Boards	1/2" x 36" x 8" Boards
1/2" x 38" x 8" Boards	1/2" x 38" x 8" Boards
1/2" x 40" x 8" Boards	1/2" x 40" x 8" Boards
1/2" x 42" x 8" Boards	1/2" x 42" x 8" Boards
1/2" x 44" x 8" Boards	1/2" x 44" x 8" Boards
1/2" x 46" x 8" Boards	1/2" x 46" x 8" Boards
1/2" x 48" x 8" Boards	1/2" x 48" x 8" Boards
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1/2" x 52" x 8" Boards	1/2" x 52" x 8" Boards
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1/2" x 60" x 8" Boards	1/2" x 60" x 8" Boards
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1/2" x 68" x 8" Boards	1/2" x 68" x 8" Boards
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1/2" x 74" x 8" Boards	1/2" x 74" x 8" Boards
1/2" x 76" x 8" Boards	1/2" x 76" x 8" Boards
1/2" x 78" x 8" Boards	1/2" x 78" x 8" Boards
1/2" x 80" x 8" Boards	1/2" x 80" x 8" Boards
1/2" x 82" x 8" Boards	1/2" x 82" x 8" Boards
1/2" x 84" x 8" Boards	1/2" x 84" x 8" Boards
1/2" x 86" x 8" Boards	1/2" x 86" x 8" Boards
1/2" x 88" x 8" Boards	1/2" x 88" x 8" Boards
1/2" x 90" x 8" Boards	1/2" x 90" x 8" Boards
1/2" x 92" x 8" Boards	1/2" x 92" x 8" Boards
1/2" x 94" x 8" Boards	1/2" x 94" x 8" Boards
1/2" x 96" x 8" Boards	1/2" x 96" x 8" Boards
1/2" x 98" x 8" Boards	1/2" x 98" x 8" Boards
1/2" x 100" x 8" Boards	1/2" x 100" x 8" Boards

The "New Use" Angle Has Been the Basis of This Successful Campaign

any previous twelve months, the company did not need any extended analysis of "conditions"; neither did it call for any prognostications about the future or guesses as to whether "things are looking better." It was merely following its established custom which provides for steady, consistent and uninterrupted advertising—the size of which program (advertisers in general please note) is determined wholly by conditions within the company and its trade rather than

being influenced by depressions past, present or future.

Masonite products, to tell the story in chronological order, are really synthetic lumber. They get their name from that of William H. Mason, vice-president and general manager of the Mason Fiber Company of Laurel, Miss., which makes the merchandise distributed by the Masonite Corporation. Two main products—Presdwood and an insulating board—are made from sawmill wood waste.

The position of these two products in the market today is regarded by the company as illustrating the fact not only that advertising is power but that advertising, properly exerted, can build an outlet quickly. For it was only in 1925 that Presdwood and the insulating material were perfected and in 1926 that factories were opened for producing them.

Just what the market was to be outside of the building industry the company did not know. It decided, however, that the retail distribution, no matter what direction it might take, was to be made through the lumber dealer.

Preliminary Advertising

For six months previous to the production of the merchandise in anything like marketable quantities, advertising to lumber dealers, architects and builders was done, business papers being used. With this background twelve salesmen and engineers, operating from strategic marketing points, disposed of the entire output during 1926.

In 1927 the sales and engineering staff was increased to nineteen. By this time the dealer distribution was sufficiently general, according to the company's merchandising view, to justify advertising in metropolitan newspapers. This year the sales increased 100 per cent over those of the last year.

By 1928 the sales staff had grown to thirty-nine, and the sales were again doubled.

Thorough national distribution having been obtained at the beginning of 1929, the company went into magazines. It is following the same plan this year and will pro-

ceed similarly in the year 1931.

The original advertising appropriation was based on a certain percentage of the gross sales the company thought it could make during its first year. There was, of course, the potential outlet in the building industry. And a survey showed promising possibilities for the use of Presdwood to individual organizations for use in manufacturing various articles.

This expected output justified the budgeting of a liberal sum for advertising. But to this the company added, arbitrarily, a certain other sum; it wanted to be sure that its advertising story during the first year was properly and sufficiently told.

The sales results were such that the 1927 advertising budget was five times that of 1926. The fixing of this outlay is in no sense of the word to be regarded as plunging or as being the work of merchandisers swept off their feet by over-excited imaginations. It was coolly and carefully, although courageously, calculated.

For the 1928 advertising program this figure was doubled—and the 1928 figure was doubled for advertising to be bought during 1929.

We all know what happened during the latter part of 1929—how, owing to the business depression, the building industry literally caved in, bringing more trouble to the already worried lumber dealer. The automobile industry (by this time motor car manufacturers were using Presdwood or insulation in standard production) had slowed down almost to the stopping point. Manufacturers in other lines who were steady customers for Masonite products simply quit cold for the time being. All these bearish conditions came crowding in, knocking everything into a heap, just at the time when the advertising program for 1930 was being considered.

With conditions bad and almost certain to be worse—just how much worse nobody knew—it was a difficult thing even for a manufacturer with real advertising vision to fix upon his 1930 outlay. With no way of estimating his

1930 sales, how could he make even a wild guess at the proper percentage of those sales to use for advertising?

"We decided," Mr. Watkins says, "that we simply could not afford to wait to see what 1930 might promise in the way of sales. So, in lieu of the usual percentage, we arbitrarily decided upon a 1930 advertising outlay which was around 20 per cent higher than the year before. You see, we had to keep on going; if there was any break in our steadily increasing sales volume—any weeks or months when we had to run behind—the fault was not going to be ours. Anyway we were not going to invite our trade to quit buying, and this is substantially what we would have done had we waited around for weeks or months to see what we had better do about our advertising for the year. If any slump came it was not going to find us waiting for it or resting."

Advertising Staves Off a Loss

The company's faith was well founded, as its 1930 sales results show. And, most significant of all, its advertising program has proved to be an actual life-saver for many lumber dealers. They are making at least a modest profit this year instead of being thrown for the usual loss that may always be expected in the lumber business when economic conditions get bad. And the feature that calls for three cheers, from the Masonite company's standpoint, is the frank admission made by dealers that without the vigorous advertising punch that has been placed behind Masonite goods they would have incurred a loss this year, building conditions being as they are.

There are two outstanding thoughts relative to the Masonite Corporation's advertising program that are of particular interest to manufacturers in the present state of things. They come home to the lumber and building material manufacturer most of all, but can apply in the business-getting problems of almost any merchandiser.

It is worthy of note that the advertising singles out the con-

sumer as being the person of all persons to be sold. He, rather than the dealer, the architect or even the industrial manufacturer, is visualized as the prospect upon whom most of the advertising emphasis shall be centered.

Disregard of the consumer is the one thing that has almost got the old-time lumber industry headed for the rocks. The lumber manufacturer has been regarding his merchandise as pretty much in the same classification as water, gas and electricity, bread and sugar. People have always used lumber; people would continue to use it. How could they use anything else for building purposes?

They could and did, the reason being that manufacturers of substitute building materials took their story to the consumer.

Masonite by no means overlooks the value of building good-will among dealers and others. This, obviously, is a vital part of its merchandising scheme. But, taking a lesson from the lumber industry, it makes the building of acceptance among consumers the one big feature of its program.

The other significant thing Masonite has done is to secure a widely diversified use of its product. Presdwood, a synthetic lumber, made by taking wood fibers apart and putting them together, might be looked upon as essentially a building material—especially since it is merchandised wholly by lumber dealers. But it has been found to be of use in scores of other important manufacturing operations. The company sent engineers to various producers and asked them to see how Presdwood might fit in with the making of things these producers had to sell. The result is that Presdwood is now being used by a great number of industrial organizations in the manufacture of a wide variety of products. Here are a few of the articles made from Presdwood, either all or in part:

Kitchen cabinets, store fixtures, incubators, furniture, toys, store displays, theater scenery, fire screens, boats, trunks, electrical insulation, mirror backs, radio baffle boards,

foundry core trays, refrigerator boxes.

Hence, if and when building is "off," Masonite production does not need even to hesitate. With consumer acceptance firmly established and with such a widely varied outlet, this company can get business under almost any condition. Uncovering new uses—that principle that comes from the courageous application of imagination in business—could well mean the salvation of many an important organization now.

It seems to me that the Masonite Corporation, in its wise merchandising policy and its consistent never-ending use of advertising, is showing the entire lumber industry the way out of its present trouble.

L. W. Waters Made Vice-President, General Foods

Lewis W. Waters, formerly assistant to the executive vice-president, has been elected vice-president in charge of research and development of the General Foods Corporation. He was at one time manager of the research department of the Minute Tapioca Company, Orange, Mass., and, before that, directed biochemical research for E. I. du Pont de Nemours & Company, Inc., at Wilmington, Del.

O. S. Wernecke Joins Addison Vars

Orin S. Wernecke, for the last three years with the McGraw-Hill Publishing Company as Eastern advertising representative and Eastern district marketing counselor, and, before that, with the A. W. Shaw Publishing Company, has joined Addison Vars, Inc., advertising agency. He becomes manager of its industrial department.

Borden Sales Appoints Young & Rubicam

Effective January 1, 1931, The Borden Sales Company, Inc., New York, will place through Young & Rubicam, Inc., New York advertising agency, the advertising of Borden's Evaporated Milk, Borden's Malted Milk, Borden's Caramels and all the products of its Cheese Division.

Overall Account to M. Glenn Miller

The Wayne Overall Company, Ft. Wayne, Ind., has placed its advertising account with M. Glenn Miller, Chicago advertising agency. Business publications, direct mail and radio advertising in Middle Western States will be used.

H. L. Towle, General Art Director, Campbell-Ewald

H. Ledyard Towle has been appointed general art director of the Campbell-Ewald Company, advertising agency. He previously was with the Fisher Body Corporation where he acted as director of its color and advertising art studio. He also had been director of the Duco color advisory board. He was also formerly art director of The H. K. McCann Company and of Frank Seaman, Inc., former advertising agency.

W. E. Anderman Returns to Detroit "Times"

W. E. Anderman has returned to the Detroit *Times* as business manager. His return follows the completion of the consolidation, under the management of Paul Block, of the *Wisconsin News* and the *Milwaukee Sentinel* with which he has recently been connected. Norman Hill has resigned as business manager of the Detroit *Times*.

W. W. Shannon, General Manager, Thos. Lipton, Inc.

W. W. Shannon has become general manager of Thos. Lipton, Inc., Hoboken, N. J., Lipton's Teas, etc., with which he was formerly associated in a similar capacity. After leaving the Lipton organization, he was with the G. Washington Coffee Refining Company. Mr. Shannon succeeds A. Weischedel, resigned.

Gerber Products Account to Gardner

The Gerber Products Division of the Fremont Canning Company, maker of Gerber's Strained Vegetables for babies, has placed its advertising account with the St. Louis office of the Gardner Advertising Company. This appointment is effective February 1, 1931.

To Represent Chattanooga "Times"

The Chattanooga, Tenn., *Times* has appointed the Geo. B. David Company, publishers' representative, New York and Chicago, as its national advertising representative. This appointment is effective January 1.

Advanced by Baltimore "Sun"

Charles O. Reville, formerly circulation manager of the Baltimore *Sun*, has been appointed national advertising manager. E. P. Kavanaugh, formerly director of street sales of the *Sun*, succeeds Mr. Reville as circulation manager.

New Account to Tyson

The Hydraulic Development Corporation, New York, has appointed O. S. Tyson and Company, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

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An 11,000-ton Building goes for a ride

Picking up the home office building of the Indiana Bell Telephone Company . . . swinging it around to face a new direction, without interruption to service . . . is the interesting engineering feat just accomplished in Indianapolis. This is the first step in the company's \$1,500,000 expansion program here . . . which will include a new building to occupy the site of the one moved and two demolished. Such an ambitious project on the part of an important concern is a better-than-ordinary indication of the city's solid growth and steady progress. General sales programs, weighing their profit making opportunities for 1931, will include Indianapolis as a "must" market.



The
INDIANAPOLIS NEWS
Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York:

DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

From soup to superlatives



THERE are lots of ways to make a big noise about the product . . . here, as in any major market.

But superlatives alone won't provide nourishment for the Board of Directors' tables.

So, in going after the biggest single slice of business anywhere . . . may we call attention to the dominant position of one evening newspaper (America's largest) in America's greatest market. And the power of that

newspaper, the New York Evening Journal, to build quick and responsive consumer acceptance here?

The Boone Man will be glad to outline in detail just how he can help in gaining adequate distribution and dealer cooperation . . . and will probably have a worthwhile idea or two about how superlatives (or otherwise) may best be used to reach your own New York sales quota for 1931. Call him in.

New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION
NEW YORK, International Magazine Building . . . ROCHESTER, Temple Building
CHICAGO, Hearst Bldg. . . PHILADELPHIA, Fidelity Philadelphia Trust Bldg.
DETROIT, General Motors Building . . . BOSTON, 5 Winthrop Square
PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third St., San Francisco

**Yes,
The Detroit Times
sponsored
the Emerson B. Knight
consumer study
of Detroit.
Someone had to
make available
accurate information
about the market.
Now the people
themselves have
laid at rest
all the conflicting
"we haves" and
"you haven'ts".**

"THE TREND IS TO THE TIMES"

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

Intensive Training for Salesmen That Leads to Intensive Selling

Eight Men at a Time Can Learn More in a Week About Their Product Than Can Be Taught a Larger Group in a Dozen Sales Conventions

By Alden T. Mann, Jr.

Vice-President, Intertype Corporation

WE believe that all salesmen who represent the manufacturers of an industrial product should have a practical first-hand knowledge of the methods used in the manufacture of that product. We also believe that the salesman can represent the views and policies of his company with more satisfaction to all parties concerned if he has had some personal contact with each of its officers and other company executives with whom his customer must have dealings.

These considerations have special weight in the case of Intertype Corporation, since our product (typesetting machines) is of a highly technical nature and is sold almost entirely to newspapers and printers.

Our salesmen have their homes in various places throughout the United States, some at remote distances from headquarters. It has heretofore been considered somewhat of a problem to give our men these essential advantages without serious interruption to their regular routine duties.

One timely thought which we have recently put into practice has proved effective so far, and we believe the general ideas embraced in our program might be of interest to other sales managers of industrial products, especially those products which are sold direct to the user.

Our plan provides for the instruction of only a limited number of salesmen at a time. This seems to us to be far more effective than does the system of starting off each new man with only a brief period of individual instruction at the factory, because the stay at headquarters usually provides a more definite inspiration for the men after they have actually established

themselves as permanent members of the sales force.

We call this the Honor Group System and recently put into effect an Honor Group Contest, offering the advantages of this brief course of instruction at headquarters as an incentive to special sales effort.

At the end of the fiscal quarters of the year, the two leaders in each sales division were brought in to the office of the corporation's headquarters, where a special and intensive course of instruction had been carefully planned for them.

This course included considerable actual shop practice, special demonstrations by our technical experts, and a full opportunity for the study of our manufacturing processes.

Special Conferences

Besides instruction in the actual mechanics of building our machines, the educational course included special conferences, the most important of which were:

(1) Introduction to the president. A talk on the general policies of the corporation.

(2) "Modern sales methods and thoughts concerning present-day ethics in business." Presented by the vice-president in charge of sales.

(3) "Credit problems." Discussed by the vice-president in charge of credits.

(4) "Selling expense." Discussed by the comptroller.

(5) "History of our developments." Discussed by the supervising engineer.

(6) "How the sales force can assist the manufacturing department." Discussed by the works manager.

Other conferences of similar importance were held throughout the week. As each group of salesmen

consisted of only eight men, these conferences were always informal.

In addition to these special conferences, the men were given definite opportunity to make a careful study of every detail of the manufacturing and selling end of the business. After a systematic study of each subject, the group participated in a round-table discussion, with the result that each man had full opportunity to express his views, ask questions, and so obtain a thorough understanding of the corporation's policies and expectations.

An important detail that added to the success of this week of intensive training was the publication, in advance, of a program covering every subject which was to be discussed.

A copy of this program will be furnished to anyone who may be interested in trying out this or a similar idea.

In addition to the previously mentioned activities, the groups inspected several large plants where our products are in use, so that they could gain further intimate knowledge of their practical application.

It should be understood that since our chief product is a highly technical one, no man is employed as a salesman who has not first had adequate practical experience in the essential details of its operation.

We have tried the frequently used idea of bringing all salesmen into the home office for an annual sales convention. We have also tried, with some degree of satisfaction, the plan of giving new men preliminary shop practice before sending them out to call on the trade.

Both of these methods have some merit. But for real effectiveness in providing salesmen with a worthwhile incentive as well as definite knowledge of the product which they are to sell, this most recent experiment seems to prove to us that a brief but intensive and well-planned course of instruction at headquarters after a salesman has had substantial field work will show most effective results.

Business Publishers Organize to Aid Unemployment

A group of business-paper publishers met at the invitation of A. C. Pearson, chairman of the board of the United Business Publishers, Inc., at the New York Club on December 2, to organize a committee to work with the Committee on Emergency Employment of New York under the direction of Seward Prosser.

Three plans for participating business-paper organizations to use in collecting money for the unemployment fund were outlined. The first plan is to ask for a half day's pay each month for three months to tide over the winter season; the second plan asks for 1 per cent of wages each week for eighteen weeks to be handled through an order which the employee gives to the cashier to withhold his 1 per cent for the period mentioned; and a third plan which asks for an open amount pledged each week for eighteen weeks. Most concerns using any of the above plans are making payments on behalf of their employees in lump sums to the committee, generally paying one-third of the amount down and the other two-thirds in thirty and sixty days. This enables the committee to give relief immediately.

Members of the business-paper committee include: N. W. Gage, Gage Publishing Co.; Malcolm Muir, McGraw-Hill Publishing Co.; Truman J. Morgan, F. W. Dodge Corp.; Roger W. Allen, Hat Trade Publishing Co.; John S. Taylor, Haire Publishing Co.; Harold J. Harding, Marine News Publishing Co.; J. I. Romer, The PRINTERS' INK Publications; James M. Heatherton, *Plumbers Trade Journal*; Karl Mann, Case-Shepherd-Mann, Inc.; Frank Meyers, Meyers Publishing Co.; L. F. Bossey, Purchasing Agent Co.; E. H. Ahrens, Ahrens Publishing Co.; J. M. Thacker, Laundry Age Publishing Co.; Thomas B. Cutler, *Ice Cream Trade Journal*; J. E. Neary, Andrew Geyer, Inc.; M. C. Robbins, The Robbins Publishing Co.; H. J. Redfield, National Trade Journals, Inc.; Ray Sherman, trade paper division, International Magazine Co., and Frederick J. Pope, Pope Publishing Co.

Brillo Account to F. Wallis Armstrong

The Brillo Manufacturing Company, Inc., Brooklyn, N. Y., manufacturer of Brillo Steel Wool Cleansers, has appointed the F. Wallis Armstrong Company, Philadelphia advertising agency, to direct its advertising account.

C. R. Kimbell Returns to "The Farm Journal"

Charles R. Kimbell, who formerly represented *The Farm Journal* in Ohio and the Middle West, has rejoined the Western advertising staff of that publication. His headquarters will be at Chicago.

Air Transportation, New York, has changed its name to *Aeronautical Industry*.

Nati

The Lesson of Fashion

Amos Parrish, foremost in fashion knowledge, declares in effect that things are in fashion which are most widely bought and worn or otherwise used—that the appearance of the Prince of Wales in overalls doesn't prove them the fashion nor make them so if people generally refuse to follow his example. It quite logically follows that the newspaper your banker reads is not necessarily the newspaper "in fashion."

In Chicago the evening newspaper most in fashion is the Chicago Evening American, with a circulation far in excess of any other in its field. It has been in fashion for many years and will stay in fashion, because newspapers do not achieve leadership or lose it overnight.

Now it should be obvious that in winning and holding first place in its field a newspaper must appeal more than others to all classes and types of readers—that it is editorially balanced to best meet the requirements which are dominant and therefore the fashion among the readers it seeks to interest. But the familiarity of the obvious leads us often to overlook or underestimate its importance; to protect ourselves and you against just this we have developed "The Buying Power of Chicago."

The first study of its kind, "The Buying Power of Chicago" is both a vital market analysis and a demonstration of the vertical or class coverage of the Chicago Evening American's circulation. It locates the income classes of Chicago by districts and proves the Chicago Evening American's right to claim leadership in newspaper fashion in Chicago's evening field. The Boone Man will gladly show you "The Buying Power of Chicago."

CHICAGO EVENING AMERICAN

a good newspaper in its TENTH
YEAR of circulation leadership in
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION

Editor and Advertising Man—Who Supports Whom?

A COUPLE of the remarks made by Mr. Hoover to the convention of advertising men last week were of living interest to us. He praised the ad men for having raised the standard of living and for having kept American industry in a fever of activity. Then he went on to say that incidentally their contribution to periodicals helped "to sustain a great army of authors and artists who could not otherwise join in the standard of living you create."

This is patronage! As a reluctant, somewhat frightened member of the army of authors and artists, we are forced to wonder just to what extent we are supported by advertising men. Who, on a periodical, supports whom? And as a person who has been drawn kicking and screaming into a standard of living higher than seems necessary, we are forced also to wonder how Mr. Hoover can assume that we are resting, *per se*, in a bed of roses.

As to the first matter, there is always a comical and mutual feeling of patronage existing between the advertising members of a publication and the editorial members. They patronize each other. They meet, usually, in the elevator, riding up or down. When this occurs in our own case, we always know instinctively what the advertising men are thinking about us; for although in their occasional public announcements they speak of their "group of talented artists and writers," secretly they believe that the entire editorial function of the magazine could be more ably handled by a couple of subscription clerks. The advertising man who rubs elbows with us in the elevator thinks to himself: "Here is a writer who is enabled to spread his stuff on paper because of our success in signing up Western Motors for a series of full pages." In turn, we find ourself thinking: "Here is an

advertising man who is enabled to sign up Western Motors because of the devilishly clever articles which we write occasionally." This reciprocal feeling of patronage is sometimes so strong in the elevator that the elevator-boy can hardly manage the car.

As to the breezy way in which Mr. Hoover assumed, as a matter of course, the advisability of lifting artists and writers up into a standard of living created by manufacturers of electric refrigerators and self-winding clocks, there seems room for doubt. Some artists go all to pieces under decent living conditions, just as some ladies get sick in an airplane. While it is better, presumably, to live in a nice clean apartment than in a dirty old tenement, we are not at all sure that the artistic temperament can keep pace indefinitely with rising standards. The rarefied air of a really elegant home may show up a weakness in an artist's heart. Many an artist who has felt the quality of his artistic impulse and expression go steadily down while the standard of his living was going steadily up, has found himself wondering whether he wouldn't work better in a hall-bedroom, on an empty stomach. Mr. Hoover is old enough to realize that even after a home is filled with advertised products, there can still remain great gaps in the human soul.

Appointed by Lucerne-in-Quebec

Lucerne-in-Quebec has appointed the Ronalds Advertising Agency, Ltd., Montreal and Toronto, to direct its advertising account. A winter campaign is now under way for the Log Chateau at Lucerne, using Canadian and American newspapers and magazines.

Douglas MacKay, formerly publicity director of the Canada Steamship Lines, Montreal, has been appointed publicity and advertising manager of Lucerne-in-Quebec. He will have charge of advertising for both the Log Chateau and the Seigneurie Club.

Joins S. S. Koppe & Company

S. J. Rapp has joined S. S. Koppe & Company, publishers' representative, New York, as South African advertising and merchandising specialist.

They are both good

- There are two ways of handling your direct-mail advertising. You can prepare it yourself and then send it to us to print, or—
- You can commission us to prepare it, and after you have placed your O.K. upon it, we will print it.
- Our service includes the writing of copy, designing, photography, retouching, engraving, and addressing and mailing, as well as the printing and binding.
- If you care to have the benefit of a new point of view, we will be glad to send a competent man to see you.

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE • NEW YORK

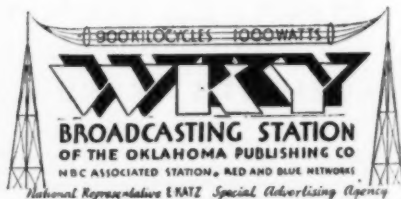


THIS 2-YEAR GROWTH PROVES VALUE OF WKY BROADCAST ADVERTISING



In the above charts, black area represents commercial broadcasting time, dark gray area additional broadcasting time. Black and dark gray together represent total broadcasting time each twenty-four hours.

Growing acceptance of Radio Station WKY for commercial broadcasts is evidenced in the rapid growth of commercial time over a two-year period . . . WKY has become a definite part of many advertising plans. It is augmenting local and national advertising, intensifying its effectiveness and has caused advertisers to write unsolicited letters commending the station on its acceptance into Oklahoma's radio-equipped homes . . . In the Oklahoma City Market, WKY is No. 1 station. It stands first in advertising revenue, commercial time, quality of studio and commercial programs, equipment and reception . . . WKY rounds out the complete campaign in the Oklahoma City area.



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Agency

The Oklahoman and Times gained 23,827 total circulation from September 30, 1929 to September 30, 1930 (Publisher's Statement). Of this, 16,952, or over 71%, was exclusively city. This one fact is outstanding: the Oklahoman and Times made their greatest circulation gains where there was the smallest opportunity for gain. Already, 9 out of every 10 Oklahoma City homes had been receiving carrier-delivered copies of the Oklahoman or Times . . . Oklahoma Cityans are buying merchandise. Department Store sales for the first ten months of 1930 show a gain of 2.6%. The per capita spendable income of Oklahoma County is rated 14% higher this year by Sales Management. An adequate schedule in this market, through the Oklahoman and Times, penetrates one of the nation's ideal sales territories.

In one year the milline rate of the Oklahoman and Times has dropped 28c to \$2.04 . . . a reduction of 12%.

*The
Oklahoman
and
Times
Have
gone
"City"*



THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

THE OKLAHOMA FARMER STOCKMAN

National Representatives: E. KATZ, Special Advertising Agency

Make Seattle Your Test Market ... Through the P-I ...

If you want a test market for your product on the Pacific Coast, then Seattle is the ideal place to make that test.

The Post-Intelligencer, through its Merchandising and Market Data Department, offers you with accuracy, the greatest possible advantage in test campaigns.

Half a million vital facts on the Seattle Market are at your Service
through these Post-Intelligencer Representatives

W. W. CHEW
285 Madison Ave., New York City

J. D. GALBRAITH
612 Hearst Building, Chicago

A. R. BARTLETT
3-129 Gen'l Motors Bldg., Detroit

SLAYTON P. LADUE
625 Hearst Building, San Francisco

SEATTLE

POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!



Using Sales Letter Tactics in Collection Letters

Collection Letters That Talk, Not "Us," But "You"

By Arthur H. Little

Dear Mr.

A long time ago some wise man said, "A sale is not complete until the bill is paid."

We always assume that our sales are as good as completed, because we have learned from experience that our customers are glad to remember us when paying time comes around.

Your account has just fallen due and we are depending upon you to send us the check now.

The amount is \$.....

Yours very truly,
THE NATIONAL REFINING COMPANY.

THUS this Cleveland oil concern writes to the customer whose account has become overdue; and the letter, on the testimony of the National Refining Company's credit department, is "a good money-getter."

Why should such a letter bring action? "We believe," says the National's credit department, "that its success is due largely to the quotation in the first paragraph. So many of our customers feel called upon to comment on the 'wise man's' remark; and they write back, offering remarks of their own—usually humorous and favorable—and they enclose their checks."

Here, then, is a letter that applies one of the principles of good letter-writing: Anticipate what the recipient is likely to say. Anticipate his reaction by planning your letter, deliberately, to induce the reaction you desire.

A collection letter hopes to bring some manner of response—a check, preferably, and if not a check, then some expression of opinion or attitude or intention. Too often for the credit manager's happiness, the owing customer stands mute. He sends neither check nor letter. For such a customer, the credit manager creates his letters in series, to the end that, through the force of repetition, the customer will be moved to action.

Because action is the objective, also, of sales effort, we find col-

lection effort colored, rather often, by sales method. Specifically, to induce action of some kind, the author of collection letters resorts to sales psychology. He writes, not "we," but "you." Addressing the delinquent customer as a salesman might address a prospect, the letter writer expounds, not upon "our" desire to collect, but upon "your" advantages, as they will accrue to you if you obey the impulse.

We find that "you" attitude in two collection letters used successfully by the Reed-Cook Company, of Camden, N. J. To a delinquent, this company writes:

Every little bit helps! Even though you have not remitted for our account as shown below, or indicated what we may expect in the way of assistance from you.

It is far better to send along what you can now rather than wait until you have it all on hand; and if you can't do even that, then just tell us what you can do.

Every little bit helps both of us, if we do it now and do not defer it until tomorrow.

The other letter dares to be funny. It reads:

Join with us in a hearty laugh! Even though the purpose of this letter is not entirely mirthful.

A distressed debtor wrote as follows:

"Dear Sirs: I have many, many bills to settle. So each week I put them all in a hat and draw out one, which I pay. It may be your turn next week. But no more of your threats, or I won't put you in my raffle!"

As we have written you previously without response, and have been most patient and considerate for a long time back, will you please arrange to have our bill drawn from the hat this week for and send along your check?

Thank you!

The you-attitude typifies, also, four letters used by Canada Dry Ginger Ale, Incorporated.

The first of the four, sent when invoices are thirty days old, reads as follows:

May we call your attention to invoice of for \$..... which our records indicate has not yet been paid?

Probably this matter has just been inadvertently overlooked, and you will want to send us your check for the above amount today.

The second letter, sent when invoices are forty-five days old, goes like this:

There is probably some very good reason, known to you, why our invoice of for \$..... has not been paid; but unless you tell us about it, we are forced to guess the reason—and you know how often guesses are wrong.

Do not risk injuring your credit reputation, but tell us about it now. Better yet, put your check in the enclosed envelope and don't bother to write a letter.

The third letter, sent when invoices are sixty days old, reads:

Did it ever occur to you that one of the most valuable assets a business organization can have is a good credit reputation?

How can you expect to continue enjoying this good credit reputation when our invoice of is still unpaid and we have not even had the courtesy of a reply from you to any of our letters about this item? Don't you think the good name of your organization is worth saving?

Send us your check today for this long past-due balance of \$..... and retain our good-will.

Another letter sometimes included reads thus:

As you know, the granting of credit rests on three fundamentals—character, capacity, capital; and the last usually depends on the first two. In building up the distribution of our products, our sales executives have been most careful and painstakingly discriminating to get the best possible jobber or jobbers in each trading center. Usually the best jobber, from all angles, is also the one who earns his cash discounts.

Our invoice of for \$..... was due for discount on It may be through some error in your bookkeeping department that your check has not yet been received by us. Will you give this matter your attention now?

When invoices have reached the ripe age of ninety days, the tone becomes peremptory. Thus:

For some time we have been trying to get a check from you for \$..... the amount still due on invoice of but have been unsuccessful.

Naturally, we are sorry, for it is our wish to help our customers and

keep their business coming along to us regularly.

We do not understand why you do not remit, because this invoice is now long past due. We filled this order promptly and in good faith, and we felt that you would act in good faith when the time came for paying for the shipment.

We do not like to use extreme measures; but if we must, we will. Let us have your check in full, \$....., by Otherwise, you will force us to give this item to our attorneys, with instructions to start immediate suit.

The "you" point of view is like a lawyer's leading question in that it urges the other man's mind along a predetermined course. It takes his thought by the elbow and steers it. To steer a debtor into action, many a shrewd credit manager so words his collection letters as to invite correspondence; for the principle seems to be that if even the most delinquent of debtors can be moved to write an answer, the answer itself—even if it is argumentative—is a sort of milepost along the way to collection. We see the principle applied, skilfully, in letters used by the Hygrade Lamp Company, of Salem, Mass. A number of this company's letters include the thought that perhaps there is some disagreement concerning the amount due.

Of course, the expedient really serves two purposes. It tends to draw some sort of answer from any delinquent; and it insures against offending the customer who sincerely believes that the account is in error.

One Hygrade letter reads as follows:

We wish to call your attention to the balance of which is now overdue on your account. This amount is covered by our invoice of

Won't you please give this matter your early consideration, and advise us at once if you find that our bill does not check with your books?

We trust, however, that you will find everything correct, and favor us with a remittance to cover.

Another version goes like this:

A few days ago we mailed to you our monthly statement showing a balance of on your account, which at present is overdue. This amount is covered by our invoice of

We should be very glad to have you write us if you have not re-

AUTOMOBILE factory chimneys are beginning to smoke in Detroit. And others besides those that make motors. No one can say that we'll be off the benches by Christmas, but most of the blue funk will have disappeared with the tail end of a lop-sided year.

Q

BUT whatever else happens, *worthwhile* Detroit has a habit it doesn't discard — the century-old habit of The Free Press at the breakfast plate, and selling can be done to these people where all's quiet in the breakfast nook.

ADVERTISING is no longer a game of counting noses, but of *selective salesmanship*. In Detroit The Free Press takes advertising each morning on a tour of homes where there are persons you would be glad to have as customers, could you know them personally. This is not taking a census. It is taking care to make sales where sales can be made, now, in this much-cussed year of 1930, or at any other time you may elect to choose.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

ceived the merchandise, or if you have any question on the charge and find that it does not agree with your records.

If you find that it is correct, however, we hope that you will pass this amount for prompt payment.

Still another version—

Apparently you have overlooked answering our letter of regarding the overdue amount of outstanding on your account.

Whenever one of our good customers fails to settle an invoice within the regular period we are eager to learn if there has been any cause for dissatisfaction that we can remedy.

Won't you please let us hear from you now if there is any reason why you cannot send your check for \$..... in the enclosed stamped envelope?

And still another version—

In our letter of we called your attention to an amount of outstanding on our invoice of

If the charge is not perfectly clear, of course we want you to let us know at once, so that we may take the proper steps to correct any misunderstanding that may have arisen.

If it is merely due to an oversight, however, it will not be at all necessary to write to us. We understand how easily such matters are overlooked and will appreciate your check at this time.

That last paragraph seems particularly interesting. Possibly its elements might be arranged for a smoother development of the thought. Thus, it might be made to read: "We understand how easily such matters are overlooked; and if our not hearing from you has been due to an oversight on your part, it will not be necessary to write to us. Just send your check. We shall appreciate it." But what counts in a letter or in a paragraph is not so much the manner as the matter; and here the admission that "we" know how prone are humans to forget and overlook seems to touch a felicitous note. Yet, although the letter cheerfully concedes that all humans, including "us," are human, it seems to lose nothing in effect.

And how, now, may the collector-by-mail move his forces into a stronger position? The Hygrade Lamp Company executes the maneuver this way:

We cannot understand just what is causing you to withhold payment of our invoice of, as we have called this matter to your attention in our letters of

The balance of your account, \$....., is long past due and as we have received no reply to our letters we feel sure that the delay is not due to oversight on your part or to errors in the invoice.

We do not wish to embarrass you in any way in this matter, but we must request that you let us know by return mail just when you will be able to take care of it.

Here is another version:

We cannot understand why you are allowing our long overdue invoice of to remain unpaid. When we first wrote to you several weeks ago we thought that there must be some good reason for your neglect to take care of this amount of \$.....; but your refusal to acknowledge our recent letters leads us to believe that you do not question the fact that this money is rightfully due us.

Frankly, we do not wish to consider you are one who definitely disregards just obligations, as we take a certain amount of pride in knowing that we have been able to build up a class of customers with whom we can enjoy mutually agreeable relations.

If you find it absolutely impossible to take care of your account in full at this time, please make a partial payment at least, and also set a definite date when we may expect to receive the balance.

We are relying upon your taking some action at once because we feel sure that you will not ignore completely our offer of co-operation—for by ignoring it you would leave us free to take whatever steps we may see fit to protect our interests.

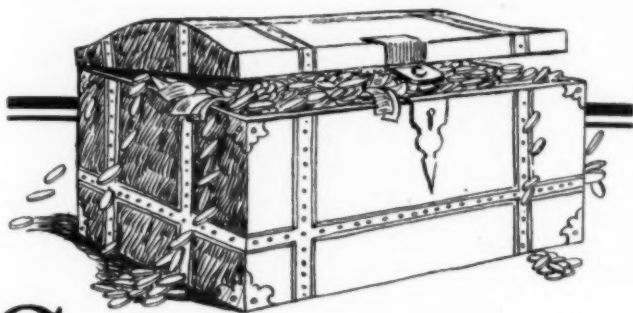
In still another version, the credit manager writes thus:

Will you please tell us frankly, Mr., just why you are delaying your payment of the enclosed bill? I have enclosed a stamped and addressed envelope for your convenience.

My own belief is that nothing more than procrastination is to be blamed for the fact that you have not responded sooner to our letters. It is for this reason that I have personally taken your account out of the routine of collection, so as to prevent action that would not be justified in your case.

Won't you, therefore, please use the enclosed envelope and drop me a line, personally, so that I can settle this matter now?

In collection, there often seems to be a psychological advantage in bringing into the picture a new character. Thus, if the credit de-



Sympathy

at its Cash Valuation

THERE was no major problem in assuring \$18,000 a month for Jacksonville's Community Chest of next year. Now it's a completed job.

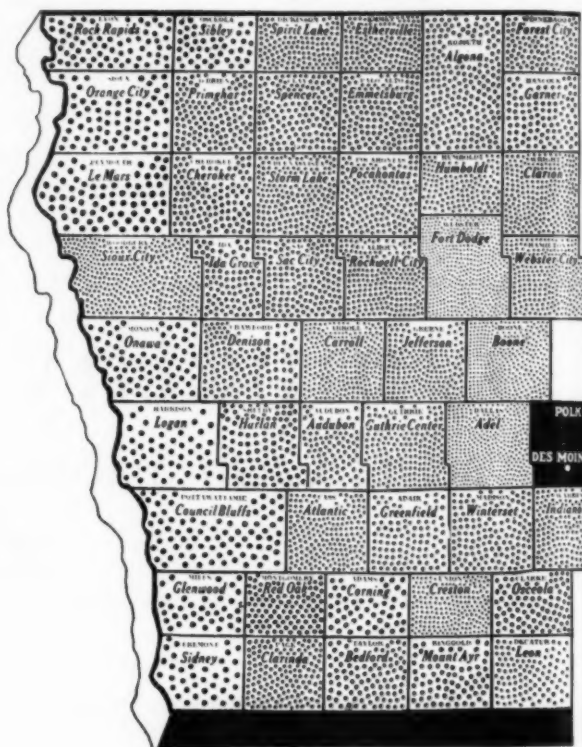
Jacksonville people are open-minded, sympathetic, willing to listen and respond.

And the habit of responsiveness attends their reading of advertising. That is why national advertising gets such quick action—in Jacksonville, in Florida and in Southeast Georgia—through the newspaper which connects 96,000 Jacksonville consumers alone, with information about goods on local counters.

*Well-named "Florida's Foremost
(7 mornings a week) Newspaper"*

The Florida Times-Union
JACKSONVILLE, FLA.

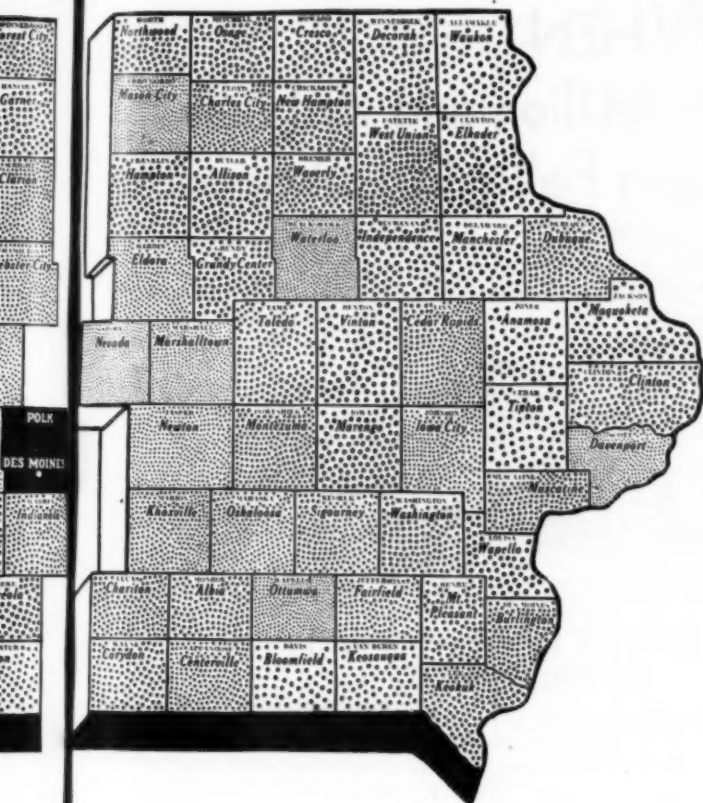
Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Member of the 100,000 Group of American Cities



Multiply each dot by ten and you will picture the audience of Iowa families who regularly read

The Des Moines Register

The
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ine Sunday Register

The Sunday newspaper Iowa depends upon . . . news and picture coverage of the entire state (not available in any other newspaper) . . . late editions are rushed via truck and train for before breakfast doorstep delivery in 851 Iowa cities and towns . . . circulation now 205,000 copies . . . 10% gain in a year, doubled in last 9 years!

WHEN A Million and A Half Farm Folks Go Shopping



Faribault, Minnesota
County Seat of Rice County

—TOWNS LIKE FARIBAULT DOUBLE IN SIZE

FARIBAULT is credited with a little less than 13,000 inhabitants. But Faribault's merchants do a volume of business that would indicate a city of at least twice that size. The explanation is easy. In the Northwest (Minnesota and the Dakotas) there are more homes along country highways than in all cities and towns combined—343,738 farm homes—1,610,000 farm people. The bigger half of the Northwest market is advertisingly accessible through the weekly home newspaper of the farm—THE FARMER. Its circulation (now 279,000) is larger than that of any other publication of any kind in the territory.

THE FARMER
Farm Stock Show
Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue
Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard



Farm Paper Unit

partment has been writing to a delinquent customer without effect, the Hygrade company's credit manager himself takes charge of the situation with a letter that reads as follows:

This morning I came across some letters our Credit Department has written you regarding your overdue account.

One of them, I noticed, was quite vigorous; and I hope you haven't taken offense, for we certainly don't want to lose your co-operation.

You realize, of course, that our Credit Department is obliged at times to adopt stern measures, as we have a large number of accounts on our books and we don't know what would happen to us if we allowed some of our good customers to run behind a month or two.

I am personally writing this letter to you because I believe that procrastination and nothing else is responsible for the delay in paying. I don't want you to think that we have lost faith in you, even though our Credit Department has written you three letters regarding this overdue amount.

I am confident that you will mail us a check right away to take care of this small overdue amount. And at the same time why don't you send along an order? We certainly would appreciate both.

Under similar circumstances, a Hygrade letter may go out over the signature of the collection manager—a collection letter that reads like this:

I couldn't help noticing your overdue account this morning as I happened to be glancing over some of our accounts. The Collection Department tells me that they have written a number of letters to you in regard to it, and haven't heard a word from you.

Will you please write me personally, using the enclosed envelope, telling me frankly why you are withholding payment? I believe it is simply a matter of procrastination, and I don't want to jeopardize your good-will and co-operation by having our Collection Department write annoying letters and follow our regular routine of turning your account over to our attorneys.

I hope you will take this matter up with me if there is anything wrong, and if it's just one of those things that somehow become overlooked, I certainly would like to see your check come in. Why not send us a little order along with it? There probably are some types of lamps that you need right now.

The "you" point of view is applied, likewise, in an interesting letter used by Peckham-Foreman, Inc., of New York. The specimen

letter in this instance is signed, incidentally, by the company president.

It reads:

We regret that it is necessary again for us to write to you regarding the balance of \$.... in your account, which we have carried since

Our Collection Department reports that they have written you a great many letters without a response, and they now are ready to turn the account over to our attorneys for legal action. This step will involve additional expense to you, for the cost will be added to your bill, and the fact that a suit is brought will be reported throughout the trade. It is this unpleasant prospect that we prefer to avoid.

Furthermore, if we are obliged to go into court to collect this bill of \$....., it will be necessary to place your account on a cash basis, and we should much prefer to avert this step; for we should like to continue our business relations with you.

We understand that our Collection Department has noted this account for attorney action on, and as this will give you about a week to send us the amount, we are going to ask, as a personal favor, that you send us this small check without delay so that this action may be avoided.

Thanking you for the interest you have shown in our products, and trusting that you will oblige us in this small transaction, we are—

Many credit managers hold the opinion—and hold it rather belligerently—that the "average" debtor knows full well how much money he owes to his every creditor, and that to "remind" him of his indebtedness, or to reason with him about it, is to waste good paper and first-class postage. Demand your money, they advise, and demand it in words "as hard as cannon balls."

However, there are other managers who reason that, even if the debtor does know he owes, even if, because he is short of cash, reasoning with him will not recoup his bank balance, still a letter that seems to stand behind the counter with him, or sit with him behind his desk, can do no serious harm. And who knows? Possibly when that debtor does lay his hands on some money, and possibly when he does decide to clean up a few of his debts, his preference will go to those concerns whose letters have best impressed him.

A Customer Barometer That Increases Sales

The Richards Brush Company Uses a System of Customer Analysis That Is a Boon to the Sales Department

THERE are a great many things that the manufacturer or distributor likes to know about his customers. The value of such information is usually in direct proportion to its completeness and accessibility. Too often it is buried in the bookkeeping department, or carried about on the mental shirt cuffs of a score of employees.

volume of purchases. In other words, it does not adhere to the traditional "jobbers" and "retailers" prices. The retailer who sells more Richards products than a jobber, gets a greater discount than does the jobber.

Obviously, this basis of price quotations requires an accurate compilation of sales to individual

[illegible]

One Sheet Is Devoted to Each Customer—Portions of the Front and Reverse Sides Are Shown Above

The Richards Brush Company, of Seattle, Wash., has done a particularly good job of classifying and segregating customer information so as to make it of practical use to the sales department.

This firm manufactures paint and household brushes, distributing them through branch warehouses in the principal Pacific Coast cities. It is not a large concern; its volume not yet quite touching the half million mark per year.

The company sells as much, or more, to the retailer as it does to the jobber, the quoted price depending entirely upon the annual

customers. This need prompted Walter N. Richards, president of the company, to work out a capitulated sales record for quick reference. But this record serves a much wider purpose as well.

Besides showing a month-by-month record of sales to each customer for a ten-year period, and that on a sheet only 4½ inches by 9 inches, it also gives much information that helps the sales department to gauge its selling policies for greatest results.

The records of about 2,000 customers are kept alphabetically in a book. One sheet is devoted to

Shoot If You Must This Old Gray Head

CAN I help it if some of the things I say are at first of doubtful veracity to the casual listener? There was the time I took only three whiffs and a top to get out of the bunker on the tenth. Pete never has believed me and I've let him get away with murder frequently. Then there was the day some merry Andrew stuffed my pockets with silverware at the Biltmore. If the head waiter hadn't been a good egg I might have languished in the local Bastille for a week or so. ◎ ◎ ◎ Here's one instance, nevertheless, when I can make a statement and prove it. The Examiner has the largest morning and Sunday circulation in Los Angeles and, on top of that, has the largest home carrier. In case that isn't enough, try this. The Examiner's Market Research Department can tell you the actual purchasing power of any block or section in town. They can tell you how much 16 West Blank Street spends for food, clothing or what have you. Their figures are accurate, not arrived at by the usual method of tossing a pencil into the air and taking the telephone number it hits. Your organization could use this dope to good advantage.

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

each customer, giving the history and progress of the account.

On the side of the sheet devoted to the monthly sales record, the following facts are also included: Customer's name, name of buyer, discount rate, monthly quota, salesman calling on account, credit rating, estimated annual purchases. Also the classification of the jobber or retailer is checked, whether paint store, or hardware, etc.

This information, of course, is all found in the regular bookkeeping records, but Mr. Richards has found that to have it simplified by recapitulation, and the important facts segregated in a separated record for the sales department, not only saves a lot of time, but is more adequate as a sales reference. It gives a bird's-eye view of the progress with each account, and enables the sales department to individualize its sales tactics in certain cases where a falling off of business is noted.

Aside from the individual customer aspect, this classified and segregated sales record enables the firm to analyze its selling activities with a view to determining the most efficient methods as judged by actual experience.

The basis for this broad analysis is recorded on the reverse side of each customer card. Here are noted individual sales, and how secured, whether through salesman's call, mail order, phone order, or a factory sale. Also at the top of the card is checked the manner of first securing the customer, whether through salesman's canvass, catalog and direct mail, called at factory unsolicited, wrote unsolicited, phoned unsolicited, or a renewed customer.

Under columnar headings are noted the date of each sale, how sold (designated by code letters) and the amount.

An analysis of a representative group of these records gives the sales department a pretty accurate picture of the most tangible results. Of course, the salesman's solicitation brings the greatest volume. General newspaper advertising and advertising in business

publications can be somewhat judged by unsolicited business secured. Direct-mail effort, including the catalog, can be judged quite accurately from this record.

The individual sales record of each customer has enabled the management to check up on the activities of salesmen. If a customer begins to drop out of the picture an investigation is immediately started. Perhaps the salesman is not calling often enough. Perhaps a department head or a clerk in the brush department doesn't know his selling onions. The salesman renews his educational work in that particular store. Maybe it's a falling out between a particular merchant and the salesman in the territory, which must be patched up by headquarters. Whatever the trouble may be, the sales record of the customer is an infallible barometer, and may also point, the way to remedial measures.

Critchfield Agency Appointments

James Stuart Montgomery, formerly with The Aitken-Kynett Company, Philadelphia, has joined the staff of Critchfield & Company, advertising agency, as copy director for their Eastern offices. J. M. Bars has been appointed art director of the Eastern offices. Both Mr. Montgomery and Mr. Bars will divide their time between the Philadelphia and New York offices of the Critchfield agency.

Appointed by Pacific Railways Advertising

Dilworth Woolley, for the last three years with Stevens & Wallis, Inc., Salt Lake City advertising agency, has been appointed representative at that city of the Pacific Railways Advertising Company. He succeeds Robert Jefferson, who has joined the staff of the Western Printing Company, Salt Lake City.


Has Shaving Cream Account

The General Products Company, Pittsburgh, has appointed Moser & Cotins, Brown & Lyon, Inc., advertising agency of New York and Utica, N. Y., to direct the advertising of its new product, Quo shaving cream.

"Power Age" Is Now "Heat and Power"

Power Age, published monthly at Toronto by the Fisher Publishing Company, Ltd., has changed its name to *Heat and Power*, effective with its November issue.

'way AHEAD!



No medium in this field comes even close to the **DAILY Examiner** in City and Suburban Circulation.

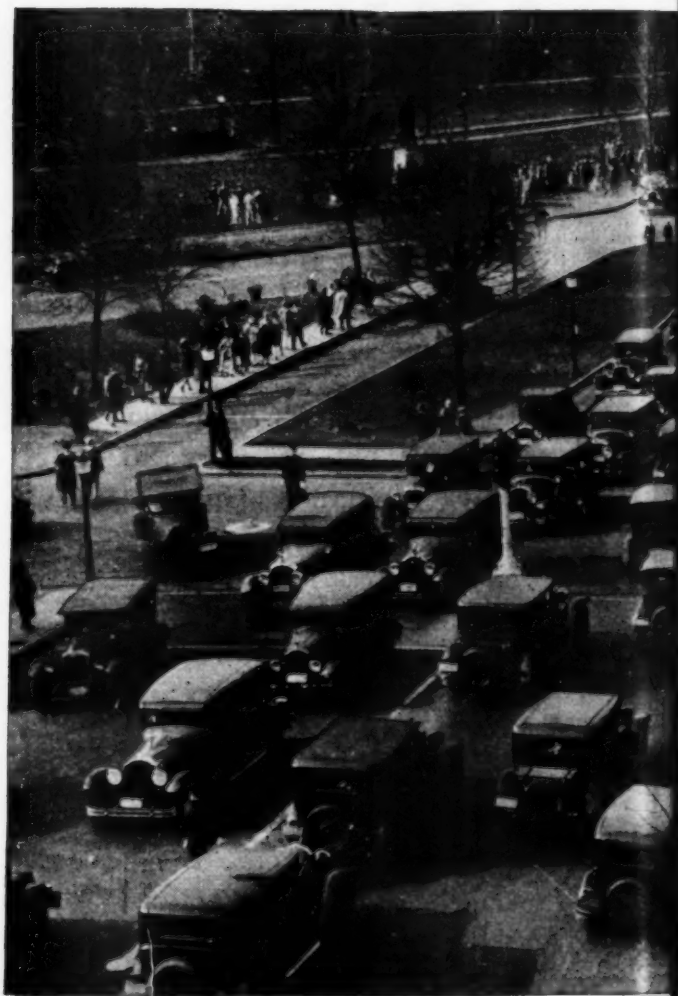
And on Sunday the Examiner reaches 19 out of every 20 families in San Francisco. That's coverage!

San Francisco EXAMINER

—for 35 Consecutive Years the
Leader in Circulation . . .
General Lineage . . . Retail
Lineage . . . Classified Lineage!



Over 15% Increase in Ma and



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Ma and Gasoline Consumption

"What price depression?" could very well be the slogan of Maryland motorists.

During the first ten months of the current year, Maryland used 148,206,954 gallons of gasoline. This is an increase of 15.51 per cent. over the same period a year ago.

Taxes paid (4 cents a gallon) on the gasoline used during the first ten months of 1930 totaled \$5,928,278.17, an increase of \$795,859.21 over the corresponding period of 1929.

All of which points an obvious moral to those who seek a share of Maryland's trade. And Maryland's trade, as most advertisers well know, is most readily stimulated through consistent use of the advertising columns of The Sunpapers. Latest circulation figures--

THE SUNPAPERS

in November

Daily (M & E) 299,301



North Charles Street, Baltimore

THE
MORNING



SUN
SUNDAY

New York: John B. Woodward, Inc. Chicago: Guy S. Osborn, Inc.
Atlanta: A. D. Grant Detroit: Jos. R. Scolaro
San Francisco: C. Geo. Krogness

Color Pages in Oregon!

Complete color coverage of the major markets of the Nation requires use of the **SUNDAY OREGONIAN**.

The Oregonian's Sunday Magazine section, rated one of the best in America, is practically exclusive in its field. No other color magazine section reaching Oregon has the volume of circulation, the reader appeal, nor the volume of color advertising.

In planning color schedules, look into this Oregon situation where nationally circulated magazine sections have no distribution. The Oregonian is this month running a color campaign of national importance which goes to no other non-chain newspaper in the United States... another recognition of the fact that color coverage of the United States is complete only when The Oregonian is used.*

*SUNKIST COLOR PAGES

The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

New York Chicago San Francisco Los Angeles Seattle

Color Representatives

HOLMAN & CONNELL

New York Chicago San Francisco Los Angeles

To Become an Account Executive

Without Depending on Personality, Luck, Sales Ability or Politics—
It May Still Be Achieved Occasionally

By Aesop Glim

ACCOUNT executives differ—one from another. And so many wholly different types are successful. How shall a person presume to prescribe the ideal training for account executive-ship?

There might be some value in pointing out—to aspirants—that success does not automatically speak of merit—in terms of knowledge, thoroughness, experience or any of the virtues. Many roads lead to success. Many people fail to attain it, because of their bewilderment and delay as to which road to take. Some roads—including the straight and narrow path—are considered more honorable, more nearly sure, or simply safer—depending upon who is doing the considering.

To minimize the moralizing, we will omit the consideration of honor and safety—confining ourselves to the road with the landmarks which indicate *sureness*.

The straightest, most clearly marked road to success as an account executive has two dominant sign-posts. The first reads, "Know your business," and the second, "Keep looking for jobs which need doing."

* * *

It was once Old Aesop Glim's privilege to assist at the induction into the advertising business of a certain young man, whom we will call Bill.

After one highly successful year as a merchandise salesman, Bill came to see me and said he wanted to get into advertising. Partly because he did not refer to it as "the advertising game," I introduced Bill to the Boss—and he got a job. As a matter of fact, Bill sold himself so thoroughly to the Boss that he was traveling fast in no time whatever. At the end of his first year in advertising, Bill was

offered a position as New Business Man for the firm. We argued as to whether Bill should take the job. It represented recognition and advancement. But Bill finally turned it down on the ground that the New Business Man sold agency service and, in the last analysis, Bill really knew very little about agency service as yet.

So Bill voluntarily promoted himself to the bottom of the service ladder in another agency. Four years later he became president of his own agency and has been going great guns ever since.

All of which is supposed to point the moral of sure success through knowing your business—as against leaning entirely on sales ability, personality, politics or luck. Even a customer who knows nothing about steel, discovers amazingly soon if you sell him defective metal. To be reasonably sure of success as an account executive, it is important to know the advertising agency business.

Luck, personality, sales ability—all are convenient. But if you know what you are talking about, you have a chance to muddle through even without them.

The account executive heads up the agency's service to the advertiser. In this role he represents each and every department at one time or another. Wherefore, he should have spent at least a little time in each department—before becoming an account executive. Enough time to be able to know what he can legitimately promise the advertiser in the way of service from each department; what charges are involved; how much time should be allowed.

Similarly his knowledge of the whole business should be such that he can interpret the client's wishes to the agency's departments. From either angle, the more training the

account executive has had, the more thorough the service his clients will receive. And by heading up a thorough service, the account executive builds his own success.

* * *

The job of assistant account executive is a tricky one. Men who acquire such titles have a way of either shooting ahead very rapidly or of staying indefinitely on a side track. All without apparent rhyme or reason. Within my observation, I would say that the answer does not lie automatically with the man's own ability.

But here again, knowledge of the business helps to pave the road to promotion. The man who shoots ahead too rapidly, before he knows the business, is in danger of taking a tumble later. The man who loafs in this halfway station—by not studying all the time—has only himself to blame, of course.

If you have the choice, don't become an assistant account executive until you have done some of the actual work in most of the other departments of the agency. Then, make this assistant's job the opportunity to learn the executive duties, rather than the agency business. And, once again if you have the choice, pick your account executive. Some will exploit you; some will train you—by intention.

After six months to a year as an assistant account executive you should receive a specific assignment to some division of the account executive's work for which you are primarily responsible. This is your first opportunity to try your wings. If you don't get such an assignment you may be regarded as not yet trustworthy—or you are being held out on. Ask questions and find out which it is.

* * *

Knowing the business is by long odds the most important element in the whole picture. But there are one or two minor elements which can be terribly important.

Your voice and your appearance are among these. A little voice culture can be a tremendous asset.

Assuming that you do or will know the business, your ability to

express yourself clearly and in a convincing tone of voice gives your knowledge and opinions a more nearly even break.

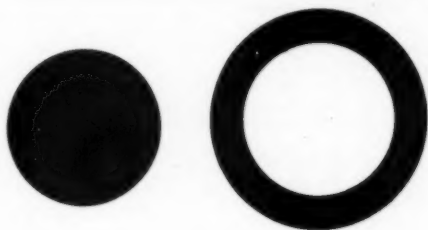
A pompous delivery frequently enables a person to get away with murder. His statements sound so convincing that they are frequently considered in the light of the delivery more than of the opinions themselves. I don't prescribe bluffing as an element toward success. But I do say that the asset of a good delivery—in terms of a trained voice and clear expression—is worth cultivating as an aid to demonstrating your knowledge.

Your appearance needs study. As an account executive you represent your whole organization. You must strive for a middle ground of neutrality in clothes. Your duties do not demand that you become a clothes horse. That would be offensive to many of your clients, as a matter of fact. But neither are you at liberty to be sloppy. That casts a reflection on the company you represent. Neat dressing, keeping shaved, keeping your hair cut and your shoes shined—these do belong in the picture—for the account executive probably more than for any other member of the staff. The middle ground which represents maximum safety is hard to describe. Your clothes should not be remarkable—noticeable—for either dandyism or carelessness. When you go out to talk about your company, you want your listener's mind on what you are saying and not on how you look. Once again, the middle ground.

* * *

Promotion usually comes from inside your own organization. (When you "land a big account," it comes from outside.) You can influence your own promotion through the second sign-post I mention as being on the allegorical road to success—"Keep looking for jobs which need doing." Don't be afraid of adding to your own responsibilities.

There are always jobs which need doing—and which, for one reason or another, are lying undone. There may be an organiza-



These Black Areas Are Approximately Equal

They represent from left to right the population of the city of Los Angeles—1,231,830; and the population of the shopping area surrounding Los Angeles—over 1,200,000.

This unique "twin" market—as explained in a new booklet just issued by the *Los Angeles Times*—is the product of climate and topography, which have made this market fundamentally different from other markets in the distribution of population, mode of housing, living habits and transportation.

A copy of the booklet will be sent to any PRINTERS' INK reader who would like to know why the Los Angeles market is a morning newspaper field—why its three morning papers exceed its three afternoon papers by approximately 100,000 circulation per day—and why the *Los Angeles Times* stands first in (1) morning circulation; (2) home-delivered circulation; (3) volume of advertising.

Los Angeles Times

Eastern Representation: Williams, Lawrence & Creamer Co., 360 N. Michigan Bldg., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

tion problem—some method or device or shifting of personnel which will get work done more rapidly or more thoroughly or more economically. There may be a new market you can open up for one of the house's clients or for the house itself. There may be new media to be investigated.

Jobs which need to be done are hard to describe in a generalization such as this. But to cover a goodly number of them—find ways and means of increasing business or decreasing costs—for your clients and for your house.

Then, always be sure you get a share of the increase or savings.

New Accounts to McConnell & Fergusson

The Canadian Wineries, Ltd., Niagara Falls, Ont., has appointed the Toronto office of McConnell & Fergusson, Ltd., advertising agency, to direct its advertising account. Newspapers in Western Canada will be used. The C. A. Dunham Company, Ltd., manufacturer of the Dunham differential vacuum heating system, has also appointed the Toronto office of that agency to direct its advertising account.

Tooke Brothers, Ltd., Canadian manufacturer of men's shirts, has appointed the Montreal office of the McConnell & Fergusson agency to direct its advertising account.

With Currier & Harford

Albert Flaxman, formerly with the Isaac Goldmann Company, New York, has joined the sales staff of Currier & Harford Ltd., printing firm of that city, according to an announcement received from Everett R. Currier, president.

George Bogin, who joined the firm several months ago as vice-president and treasurer, is general manager. He had been general manager of Fisher & Thul, Inc., former printing business of New York.

Appoints Dunham, Young-green, Lesan Agency

The Patterson Publishing Company, Chicago, publisher of *The American Restaurant Magazine* and *American Resorts*, has appointed the Dunham, Young-green, Lesan Company, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

W. C. Cottingham Advanced by Sherwin-Williams

William C. Cottingham, for the last four years assistant to the president of the Sherwin-Williams Company of Canada, Ltd., Montreal, has been appointed managing director. He has been with the company for the last fifteen years.

Changes in Staff of American Radiator & Standard Sanitary

M. J. Beirn, vice-president and general manager of sales of the American Radiator Company, has been appointed vice-president and general manager of sales of the American Radiator & Standard Sanitary Corporation. Charles B. Nash, vice-president of the Standard Sanitary Manufacturing Company, has been appointed director of publicity of American Radiator & Standard Sanitary. A. R. Herske, sales promotion manager of American Radiator, has been made sales promotion manager of American Radiator & Standard Sanitary. John Hall, general sales manager of the European division of the Standard Sanitary company, has been appointed vice-president and assistant general manager of sales of that company.

George Herth has resigned as vice-president and general manager of sales of the Standard Sanitary company.

T. B. Creamer with Scholts Agency

Theodore B. Creamer, formerly with the Los Angeles office of the Hamman-Lesau Company, Inc., advertising agency, has joined the Scholts Advertising Service, also of Los Angeles, as a partner in the business. He was also formerly with Lord & Thomas and Logan at Los Angeles.

To Advertise Reindeer Meat

The Lomen Reindeer Corporation, Seattle, has appointed the Arthur E. House Advertising Agency, of that city, to direct a newspaper campaign, featuring its reindeer meat on the West Coast. This company has imported two million pounds of reindeer meat into Seattle from its Alaskan herds for national distribution this winter.

Johns and Gooris Advanced by St. Paul Newspapers

William F. Johns, for the last three years advertising director of the St. Paul *Dispatch* and *Pioneer Press*, has been appointed general manager. Joseph X. Gooris, formerly local advertising manager, has been made advertising manager, in charge of all advertising.

New Office for Green-Brodie Agency

The Green-Brodie Company, New York advertising agency, has opened an office at 1 Hanson Place, Brooklyn, N. Y. James J. Aldewereld, formerly president of the Anchor Advertising Agency, is manager of the new office.

Appoints Montreal Agency

Lajoie, Robitaille & Company, Ltd., Montreal, investment securities, has appointed Les Trois Publicitaires, Montreal advertising agency, to direct its advertising account. Newspapers will be used.



EVEN partisan prognosticators sometimes err on the side of conservatism. It's natural that advertisers should occasionally do the same. Given a certain schedule, and other things being equal, you can pretty nearly tell what returns you'll get from the New York market. But what returns you *could* and *should* get are quite another thing . . .

Add the Sunday New York American to your schedule . . . and you add a million more families . . . 801,334 of whom live in or within 50 miles of the city. You open your doors to a flood of buyers who have \$2,241,100,500 a year to spend. Moreover, 69.3% of these American readers take no other Sunday newspaper.

Now estimate your New York returns. A landslide, that's what you'll call them.

RETURNS



**SUNDAY
NEW YORK AMERICAN**

a Million Families are Million Spenders



STARTING THE
C public demands
GREATEST
TRUE STORY

2,600,000 FEBRUARY

OF WHICH 2,460,000 IN
NEWSSTAND DEMAND 2

TWENTY-FOUR
CENTS

This approaches double
the newsstand sale of
any other magazine at
any price.

THE NEW YEAR RIGHT

ISSUE IN
HISTORY...

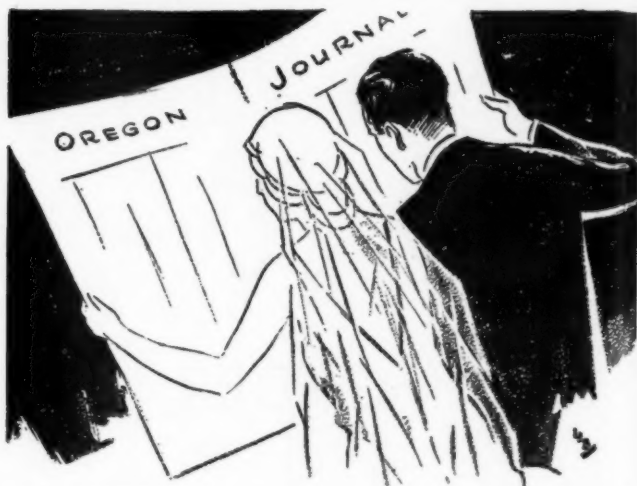
BUY PRINT ORDER

0,00 IN ANSWER TO
WANT 25c A COPY

NT FIVE
CENTS

True Story is bought by
people who want to
read it and who are able
and willing to pay for it.

IT ISN'T ONE OF THE MARRIAGE VOWS



RECENTLY an impartial research man learned that 71% of Portland's young married couples whom he interviewed take The Journal regularly—depend on it for complete world news the day it happens . . . and that 53% of them study it for shopping news.

Now, no one whispers "The Journal" to the bride and groom. Such reader preference is the natural result of The Journal's ceaseless building of a paper keenly interesting. Natural, too, is its choice as a buying guide. This paper carries complete shopping news.

More local display. More total display. Twice as much food advertising as any other Portland paper.

It takes your sales message into more Portland homes than any other Portland newspaper.

The JOURNAL
AFTERNOON
SUNDAY PORTLAND-OREGON

READ IN THREE OUT OF FOUR HOMES

—Represented nationally by REYNOLDS-FITZGERALD, Inc.—
2 West 45th St., New York; 203 N. Wabash Ave., Chicago; 58 Sutter St., San Francisco; 117 West Ninth St., Los Angeles; 1524 Chestnut St., Philadelphia; 306 Journal Bldg., Portland; H. R. Ferriss, 3322 White Bldg., Seattle.

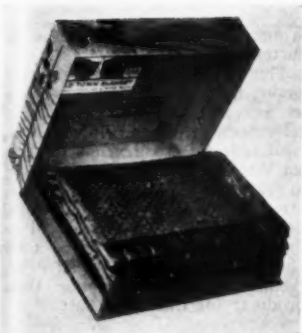
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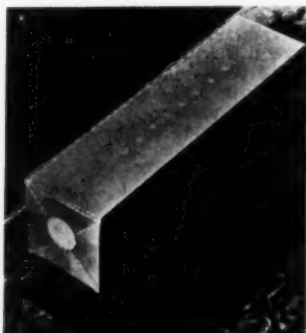
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A Packaged Bed Throw as Presented by the Old Town Woolen Co., Inc.



The Bijou Size Gulistan Rug Is Now Being Sold in a Package

Packaging the Bulkier Products

THE modern idea of packaging has recently broken into several new and important fields. Among these new uses for the carton, its adoption by a maker of rugs has stimulated unusual interest.

The rug maker is A. & M. Karagheusian. This company has introduced a real merchandising novelty in the form of the Bijou Gulistan, a scatter-size (eighteen by thirty-four inch) washed rug, shown in a number of the leading Gulistan patterns, that is put up in a carton of real beauty.

Each rug is rolled in a covering of Cellophane. Then it is put into a blue and gold imitation chamois finished box, after which

the box itself is wrapped in Cellophane.

It is understood to be the first rug ever offered as package merchandise. Gimbel's, in New York, tells PRINTERS' INK that it thought well enough of the idea to display it in one of the store's windows and, for a time, on the store's main floor. In a little over two months, more than 500 of the packages were sold and Gimbel's has an idea that these little rugs, in their packages, are going to act as samples that will help sell the larger and more expensive sizes.

Another industry that is experimenting with the package idea is the blanket field. The Old Town Woolen Co., Inc., for example, is distributing one of its bed throws in a carton. The package is intended to develop a gift appeal for the product and, of course, it was brought out with the Christmas market in view. However, it is significant to note that the carton does not carry a Christmas motif; to



The Pepperell Early American Chest — Contains Twelve Sheets and Six Pairs of Pillow Cases

the contrary, the carton design is one that could be used throughout the year.

A third field—and a field in which the package is making remarkably rapid strides—comprises bed linens, including sheets and pillow cases. The Pepperell Manufacturing Company has been devoting particular attention to the possibilities of the package in this field and some of its creations are truly distinctive. The Utica Steam Cotton Mills have also been working energetically in this direction,

to mention another in the same industry.

This trend toward the package among items of a bulkier nature is an interesting merchandising development. Undoubtedly, the principal object is to develop the gift market for these items. However, in practically all cases the packages are being made with year-round designs and it may very well be that the cartons will prove their ability to appeal with equal effectiveness to those who buy these products for their own use.

What Groucho Says

You're Damned If You Do, and You're Damned If You Don't

WHAT'S King looking so sour about? Haven't you heard? King has a speaking countenance and he's gotta right to look sour. It's about Carmencita Lotions, one of King's favorite accounts. You heard he lost it, but not why? I'll tell you.

King had a lovely, aesthetic and tactful campaign all prepared on "Defenso," their lotion to remove what is so commonly and euphoniously known as B. O.

Wiggleton, head of Carmencita Lotions, prides himself on being a plain, blunt man, which, of course, is one god-awful thing to be. When this campaign was being discussed, Wiggleton was in one of his plain, blunt humors. He bawled out the copy. Said it was wishy-washy. Time someone came out vigorously about human odors. Canned all the stuff and told King to give him copy featuring "Stenchitis," an odorous disease of the pores to be cured by using "Defenso."

"Make it strong," sez he. "Get over the idea so that everybody will know what we mean."

King protested—no go. Brought the idea back to us. Everybody crazy with the heat except Gent. Treas. who says the man is right. "If he's got a stench cure, he's gotta advertise the stench, hasn't he? Anyway, we need the money. This is no year to be throwing business away."

It was awful! Such things make a feller just love this funny busi-

ness of ours, do they not?

So Stenchitis campaign was prepared and O. K'd. Publishers kicked but took it. They have Gent. Treasurers this year, too, who didn't want any business to get away on account of fussy noses.

Dealers and dainty women wrote hot letters to Carmencita Lotions, also to publishers who forwarded the letters to Wiggleton, who fired us by wire.

Kingie hustled over to Carmencita, found Wiggleton. "Didn't we protest against this style of copy? Didn't you insist on it yourself? Didn't you like it and O. K. it against our advice?"

"All true, Mr. King, that's why I'm firing you. You ought to protect me better than that. When I insist on a fool idea you ought not to let me have my way. When I depended on you to lick me for my own good, you weakened and let me in for a costly mistake. Therefore, I've given my advertising to a couple of square-jawed young men whose names happen to be Isaac and Michael."

Well, that seems to be about all there is to it. Boss doesn't appear to be happy about it and for once in his life of covetous religion, Gent. Treas. seems to look a bit hang-dog.

Me? I'm in trouble, too. If I don't look sad and mournful, King wants to fight me.

GROUCHO.

HITS ... not SHOTS



are what count in shooting—and selling

The number of shots it takes to bag a rabbit is of little importance to anyone. The chief consideration of *gunning* is to get *game*.

The main objective of a newspaper's advertisers is buyers. Mere numbers of readers won't move merchandise from dealer to consumer. Circulation statements won't tell one anything about readers' buying ability. *How then to know?*

The answer in Cleveland is the Knight consumer study, for Knight's investigation of Greater Cleveland families discloses buying power, established by such factors as savings accounts, motor cars, charge accounts, and investments.

And Knight findings show that The News is far above the average in all indices of purchasing power.

That's why we insist that it is not the number of buyers of a newspaper—but the number of a newspaper's buyers that count with advertisers.

In shooting or selling—plan to get *game*—*misses don't count*.



THE CLEVELAND NEWS

Geo. A. McDevitt Co.,
National Representatives

"O. N. T." Means "Our New Thread"

IS there a woman who doesn't know that O. N. T. is the trade-mark of a sewing thread? Among all these women, however, how many know what O. N. T. stands for? Pay heed, then, to the history of Clark's O. N. T. trade-mark, which first appeared in its present form in 1868.

The advent of the sewing machine made necessary a new thread which could be used for either hand sewing or machine sewing. A softer finish was required as well as greater evenness and smoothness. This new thread was brought out by the Spool Cotton Company under the name "Our New Thread."

"The earliest reference to 'Our New Thread' that we can discover in our files," says P. W. Huston, advertising manager of the company, "is a price list dated October 1, 1864. It was also used on the spool labels. Our advertising records of that period are not complete. The earliest advertisement of 'Our New Thread' that I can find was in *Godey's Ladies' Book and Magazine*, December, 1866.

"The present trade-mark of the letters O. N. T. first appeared in advertising in 1868, the nature of the advertising being hand bills which were distributed by dealers in large quantities. Reference to 'Our New Thread' was entirely dropped by 1869 and from then on only the letters 'O. N. T.' used. The date of registration of the trade-mark 'O. N. T.' is 1867."

Mr. Huston explains that the phrase "Our New Thread" was purposely dropped and changed to O. N. T. in order to arouse the curiosity and interest of women.

Today, the letters O. N. T. have become so identified with thread in the minds of women that there is little curiosity on their part as to their origin. Very few people know that O. N. T. stands for "Our New Thread."

"The history of our two brands of thread, J. & P. Coats and Clark's O. N. T., is very interesting," con-

tinued Mr. Huston. "One of the brands became popular in certain sections of the East to the exclusion of the other. As population migrated westward the early settlers would carry their brand preference with them. Consequently the history of our brand distribution follows very closely the channels of westward emigration. For instance, one part of the State of Oklahoma is entirely a Coats' territory, and the other section is equally solid Clark's O. N. T. In tracing back the reasons for this we find that certain sections of Oklahoma were settled by people who came from Coats' territories and others in a similar manner carried with them the tradition of Clark's O. N. T."

Life Insurance Sales for October

New ordinary life insurance sales for October amounted to \$619,529,000, as against \$707,478,000 for the corresponding month of 1929. This represents a decrease of 12.2 per cent. For the first ten months of this year, new ordinary life insurance amounted to \$7,171,608,000. This compares with \$7,256,335,000 during the corresponding period of last year, a decrease of 1.2 per cent.

These figures are based upon a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

Lumber Account to Mackay Agency

The Kehrre Lumber Company, Seattle, has appointed W. V. Mackay & Company, advertising agency of that city, to direct a territorial newspaper and direct-mail advertising campaign featuring its house plans.

To Represent Theatre Service Corporation

The Theatre Service Corporation, New York, screen broadcasts, has appointed N. Frederick Foote, Boston, its representative to solicit advertising in New England and New York State.

Made Vice-President of Doyle, Kitchen & McCormick

Milton A. Stoddard, account executive with Doyle, Kitchen & McCormick, Inc., New York advertising agency, has been appointed vice-president.

Something Has Happened In PITTSBURGH

Sun-Telegraph Gains in Department Store Advertising For Ten Consecutive Months

Without a break, the Sun-Telegraph has shown a gain every month this year, in Department Store advertising. For the past eight months*, the monthly gain has averaged 53,572 lines per month. During the same eight-month period, the Press has lost every month but one; the Post-Gazette has lost every month.

	Sun-Telegraph GAIN	Press LOSS	Post-Gazette LOSS
March . .	68,147	37,507	26,818
April . . .	159,882	50,334†	11,797
May . . .	33,000	67,153	11,368
June . . .	50,939	23,334	9,157
July	7,191	49,153	47,247
August . .	14,375	41,749	36,475
September .	21,262	76,974	26,667
October . .	73,782	29,893	625
Total—	428,578	275,429	170,154

*Gain

†During January and February, seven of the largest Department Stores refused the Press advertising columns. Due to this unusual condition, the Sun-Telegraph offers no comparative figures for these months. All figures by Media Records, excluding only Press "stuffer section" linage.

THE SUN-TELEGRAPH

Nationally Represented by
Paul Block & Associates

'A PAGE

For Thanksgiving
For the Holidays
For the long winter evenings

Put in
Electric Outlets
at bargain prices

3 DUPLEX
ELECTRIC
OUTLETS
in one
convenient
apartment

\$173
down
BALANCE
MONTHLY

\$5.75 each

NO MONEY IN ADVANCE
WITHOUT AN EASY
PAYMENT ON OTHER WORK

Telephone
RANBOSPH 1200-
LOCAL 502

COMMONWEALTH EDISON COMPANY

For Thanksgiving
For the Holidays
For the long winter evenings

Put in
Electric Outlets
at bargain prices

3 DUPLEX
ELECTRIC
OUTLETS
in one
convenient
apartment

\$173
down
BALANCE
MONTHLY

\$5.75 each

NO MONEY IN ADVANCE
WITHOUT AN EASY
PAYMENT ON OTHER WORK

Telephone
RANBOSPH 1200-
LOCAL 502

COMMONWEALTH EDISON COMPANY

IT'S IMPOSSIBLE to say there's a difference in the attention value of these two pages—one the soi-disant (sure, we know our French) standard make-up; the other the modern tabloid page of the Daily Times.

BUT IT'S POSSIBLE to say definitely that the tabloid page costs astonishingly less to present the message to each thousand readers.

IT'S
Daily
selling
column
In the
Times
Daily
less
news
dollar
Times
press
Chic
Lead
four
DA
CHIC

Palmolive

IS A PAGE'

IT'S THE PAGE THAT COUNTS! And the Daily Times page is roomy enough for the selling normally done in any standard 8 column page.

In these days of close buying, the Daily Times page rate fits a tight budget. The Daily Times page costs from 47% to 89% less than a page in any other Chicago newspaper. Figuring what an advertising dollar will buy, your page in the Daily Times delivers from 56% to 541% more impressions per dollar than in any other Chicago newspaper!

Leading local advertising buyers have found it's a buy!

DAILY  **TIMES**
CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.

Palmolive Bldg., Chicago

295 Madison Ave., New York

66.7%

of the circulation of "La Prensa," of Buenos Aires, is in the Argentine federal capital, according to the recent audit of its circulation by Price, Waterhouse, Faller & Company.

"La Prensa," therefore, not only has national coverage but actually more circulation in the city of Buenos Aires than the second morning newspaper enjoys throughout the entire country.

You may take any five readers of the two leading newspapers of Buenos Aires and find that three out of that five read "La Prensa."

The columns of this newspaper provide the opportunity for selling where the buyers are, and to do business now precisely where business can be done.

No other newspaper of Buenos Aires can offer advertisers a more complete coverage of the outstanding market of the Argentine republic.

A copy of the certified statement of circulation and distribution and other details concerning "La Prensa" will be furnished gladly upon request.

LA PRENSA

of Buenos Aires

JOSHUA B. POWERS, INC., International Publishers' Representatives
250 Park Avenue, New York

14 Cockspur St.
London

22 Rue Royale
Paris

39 Unter den Linden
Berlin

616 Ave. R. Saenz Pena
Buenos Aires

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United Hospital Fund to Be Aided by Adver- tising Groups

ACTIVE solicitation of men and women engaged in the advertising and publishing professions for contributions to the United Hospital Fund's campaign to raise \$1,000,000 for free care in fifty-seven New York hospitals will begin this week following completion of organization of the committee of advertising and publishing interests for the United Hospital Fund.

Men in these professions are in constant touch with the needs of the people and appreciate particularly the distress caused by illness at a period when employment is below normal, it was pointed out by Stanley Resor, president of the J. Walter Thompson Company and chairman of the committee, in launching the drive. The committee has accordingly, he said, been assigned an important part in the campaign.

Heading divisions of the committee of advertising and publishing interests are:

Kerwin H. Fulton, General Outdoor Advertising Co., chairman of the outdoor advertising division; Cornelius Kelly, Kelly-Smith Co., chairman of the publishers' representatives' division; Stanley Latshaw, Butterick Publishing Co., chairman of the magazine publishers' division, and Malcolm Muir, McGraw-Hill Publishing Co., chairman of the business publishers' division.

Other committee members are: John Abbink, Business Publishers International Corporation; E. Ahrens, Ahrens Publishing Co.; George E. Barton, Amsterdam Agency, Inc.; Mortimer Berkowitz, *The American Weekly*; Frank Birch, Criterion Advertising Service; L. Ames Brown, Lord & Thomas and Logan; J. M. Cecil, Cecil, Warwick & Cecil, Inc.; H. H. Charles, Charles Advertising Service, and

R. P. Clayberger, Calkins & Holden; W. P. Colton, Wendell P. Colton Co.; Frederick H. Cone, Andrew Cone General Advertising Agency; Lester Cuddihy, *The Literary Digest*; Walter Drey, B. C. Forbes Publishing Co.; Leonard Dreyfuss, United Advertising Corp.; L. B. Dudley, Campbell-Ewald Co.; Henry Eckhardt, Kenyon & Eckhardt, Inc.; David G. Evans, Evans, Nye & Harmon, Inc.; J. K. Fraser, The Blackman Co.; L. H. Frohman, Louis H. Frohman; H. L. Gage, William H. Denney Co., Inc.; H. S. Gardner, Gardner Advertising Co.; Charles C. Green, Charles C. Green Advertising Agency.

Also Joseph A. Hanff, Hanff-Metzger, Inc.; John Hanrahan, *The New Yorker*; George E. Harris, The Dauchy Co.; John H. Hawley, Hawley Advertising Co.; D. L. Hedges, *Good Housekeeping*; Rossiter Holbrook, Nelson Chesman & Co.; F. T. Hopkins, National Outdoor Advertising Bureau; Winthrop Hoyt, Charles W. Hoyt Co., Inc.; William H. Johns, Batten, Barton, Durstine & Osborn, Inc.; T. M. Jones, Ewing, Jones & Higgins, Inc.; Joseph Katz, The Joseph Katz Co.; H. B. LeQuatte, Churchill-Hall, Inc.; H. E. Lesan, H. E. Lesan Advertising Agency, and Alfred G. Mayo, Crowell Publishing Co.; H. K. McCann, McCann-Erickson, Inc.; Howard Meyers, Realty Periodical Corp.; Truman S. Morgan, F. W. Dodge Corp.; C. D. Newell, Newell-Emmett Co.; B. M. Nussbaum, United Advertising Agency; P. F. O'Keefe, P. F. O'Keefe Advertising Agency; James O'Shaughnessy, *Liberty*; Frank Presbrey, Frank Presbrey Co.; William H. Rankin, Wm. H. Rankin Co.; Frank James Reynolds, Albert Frank & Co.; W. M. Richardson, Richardson, Alley & Richards Co.

Also Philip Ritter, The Philip Ritter Co.; M. C. Robbins, The Robbins Publications; J. I. Romer, The PRINTERS' Ink Publications; Raymond Rubicam, Young & Rubicam, Inc.; F. B. Ryan, Ruthrauff & Ryan, Inc.; Thomas Ryan, Pedlar & Ryan; V. O. Schwab, Schwab and Beatty, Inc.; G. C. Sherman, George C. Sherman Co., Inc.; F. G. Smith, Sturges & Moore, Inc.; Daniel Starck, American Association of Advertising Agencies; E. M. Sterling, McMullen, Sterling & Chalfant, Inc.; Fred Stone, *Review of Reviews*; G. Lynn Sumner, The G. Lynn Sumner Co., Inc.; E. T. Tomlinson, Jr., Doremus & Co. and Phillips Wyman, *McCall's Magazine*.

E. M. Carney, Publisher, Hotel Publication

Edward M. Carney has organized and become president of the Visitors Guide Publishing Company, Inc., New York, which will publish *This Week in New York*, official publication of the Hotel Association of New York. The first number of the new publication, of which Mr. Carney will be publisher, will appear with the issue of December 6. This publication will be a guide to current amusements and attractions in New York.

For the last six years, Mr. Carney has been supervisor of promotion of the Hearst Newspapers and editor of "Exchanges," the organization's internal house organ. He leaves the Hearst organization to direct the new publishing company.

Bank Appoints Smith- Patterson-Allen

The City Bank & Trust Company, Hartford, Conn., has appointed Smith-Patterson-Allen, Inc., advertising agency of that city, to direct its advertising account. Newspaper, direct-mail and poster advertising will be used.

First-Class Postal Rate Rise Recommended

IN talks by Postmaster General Brown, and in statements released by the Post Office, it has been unmistakably indicated that an increase in first-class postal rates would be urged by the Post Office. The recommendation has now been officially made in Postmaster General Brown's annual report to President Hoover.

"I estimate," the Postmaster General said in his letter of transmittal, "that an increase in the rate on non-local first-class mail, except postcards, from 2 to 2½ cents per ounce or fraction thereof would produce additional revenue amounting to \$55,000,000 yearly, and would practically balance the Post Office budget, excepting, of course, for extraordinary and non-postal expenditures."

The report itself then went on to point out that the Post Office has keen competition on all classes of mail with the exception of letter mail. A horizontal increase on all classes, therefore, would drive much of the present business of the Post Office to these private carriers, according to Mr. Brown. On first-class mail, however, the Government has a monopoly "and therefore would run no risk of driving business to competitors."

Mr. Brown admitted that the department's published report of cost ascertainment indicated that first-class mail is self-sustaining. However, he contended that this cost ascertainment is not an accurate criterion of the actual cost of handling since it takes no account of the value of "priority of treatment."

Thus the plan to increase the rate on first-class mail moves one step nearer to a final decision. In the meanwhile, advertising interests are girding for the battle. The Direct Mail Advertising Association, at its Milwaukee convention, adopted a fiery report on the subject. Several other advertising groups have let it be known that they are unalterably opposed

to the plan. Unless all signs fail, the Post Office is going to find that the rumpuses kicked up on other occasions in connection with proposed rate increases were tame affairs compared to the battle that will take place when this first-class increase is fought out.

National Biscuit to Cease Recognition of Group Buying

Recognition of group buying is to be discontinued by the National Biscuit Company, effective January 1. This change of policy is announced at the same time as the trade is informed that new discount terms will allow 10 per cent on all purchases up to \$100, and that Shredded Wheat will be sold direct.

A letter sent to head offices of buying groups states that members who are now enjoying larger discounts than their individual purchases would earn, will continue to receive this benefit during the month of December. After January 1, these members will receive only those discounts to which their individual purchases entitle them.

Reasons for this change of policy are explained by the company as follows: "The experiment has not proved successful or satisfactory in the distribution of our merchandise and has resulted in much justifiable criticism of our policy by independent merchants everywhere. These merchants whose purchases exceed average sales to association members cannot earn, under the existing policy, a competitive, volume discount. This condition is manifestly unfair."

The new policies, it is stated, now put all customers, wherever located or whatever their classification, under exactly the same schedule of terms.

Sale of Shredded Wheat by National Biscuit salesmen will begin on January 1. It will be handled exactly as other Uneeda Bakers products and the same trade discounts will be allowed on total Shredded Wheat purchases, alone, or combined with cracker merchandise.

G. M. Murray, Vice-President, Nelson, Duncan & Harlow

George M. Murray, formerly president of Murray & Coe, Inc., Boston advertising agency, has joined Nelson, Duncan & Harlow, Inc., advertising agency, also of that city, as vice-president. He will take the place of R. L. Harlow, who has been an inactive partner in the company for the last two years. The name of the organization will be changed to Nelson, Duncan & Murray, Inc. Mr. Murray was at one time advertising manager of Lehn & Fink Products, Inc., New York, and subsequently was an executive with the Charles W. Hoyt Company, Inc., and the Frank Presbrey Company, Inc.

J. Will Brewer, of Chicago, has opened a commercial art studio at 112 West Ninth Street, Los Angeles.

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People who can buy ... and are buying **NOW** /

"The Hoover Company enthusiastically endorses your campaign"—
H. W. Hoover, President

"I congratulate you upon conception of the project"—President,
Illinois Central

"particularly desirable at this time"—Chairman, Thompson-Starrett Co.

"best way to recover cost of readjustment"—Chairman, American Rolling Mill Co.

"can very logically be urged"—President, General Foods Corp.

"We are planning substantial expenditure from standpoint of spending when dollars are biggest"—President, Universal-Atlas Cement Co.

"We are entirely in accord with program"—Fred Harvey.

"buying of equipment all the more necessary in time of close profit"—Vice-President, Pillsbury Flour Mills.

"exactly the time to do it"—Vice-President, Comfort Coal-Lumber Co.

"Not only sound economics, but good business"—Vice-President Phoenix Mutual Life.

Everybody else is asking the public to "buy now!" But SYSTEM, believing that business itself can buy more quickly, to greater effect, and with greater profit than the general public, has started in its December Number (just out) a campaign among its readers to

"Equip for 1931 opportunities!"

- 1—To reduce office costs
- 2—To speed up selling processes
- 3—To put more money into circulation

Enthusiastic responses are already coming in . . . by wire and mail.

Readers of SYSTEM evidently are ready to buy . . . and many are already buying . . . **NOW!**

SYSTEM

MODERN BUSINESS MANAGEMENT

A McGraw-Hill Publication Tenth Avenue at 36th Street, New York

Boston	Philadelphia	Chicago	Cleveland
Detroit	St. Louis	Los Angeles	San Francisco

How Advertisers Fare at the Hands of the Chain Store

A Discussion of Extra Discounts, Co-operative Deals, Advertising Allowances and the Like—Eleventh Article of the Chain Store Series

By M. M. Zimmerman

CHAINS are constantly accused of extracting uneconomic concessions from manufacturers—of forcing special discounts, advertising allowances, and other concessions, much against the manufacturer's will. As a result, many claim that doing business with the chain becomes unprofitable.

In this article we wish to discuss, first, the extent to which the force of advertising compels chains either to stock or feature the national brand. Second, is the manufacturer really coerced into entering into co-operative deals? What are the views of manufacturers who enter into such deals with chains? Are they profitable, or can they be made profitable?

From the evidence we have gathered, we believe advertising is the manufacturer's chief asset in doing business with the chain. Without it, the chain is the master. With it, the manufacturer can dominate the situation. This doesn't necessarily mean that the advertising compels the chain to feature the brand, but it does mean that it at least compels the chain to stock the product, especially if it enjoys consumer acceptance. Once it reaches the chain's shelves, it has an equal chance with the other brands, because the chain is then compelled to move it from its shelves. Shelf space in a chain store is too valuable to be occupied with a dead seller.

Furthermore, the chain store is too good a merchant to eliminate a well-known brand with consumer acceptance from its stocks. When it fails in its efforts to obtain special terms, it may stop dealing directly with the manufacturer for a time, but it will obtain the product from other sources, using it as a cut-price special and cutting the price exceptionally low. When

this fails to bring the manufacturer to terms, the chain will restore the line to its regular competitive price. Since the chain depends on the advertised brand to draw customers, it cannot afford to tell the customer that it does not keep that product.

Practically all producers whom I have questioned are agreed that the force of advertising compels the chain to carry their product.

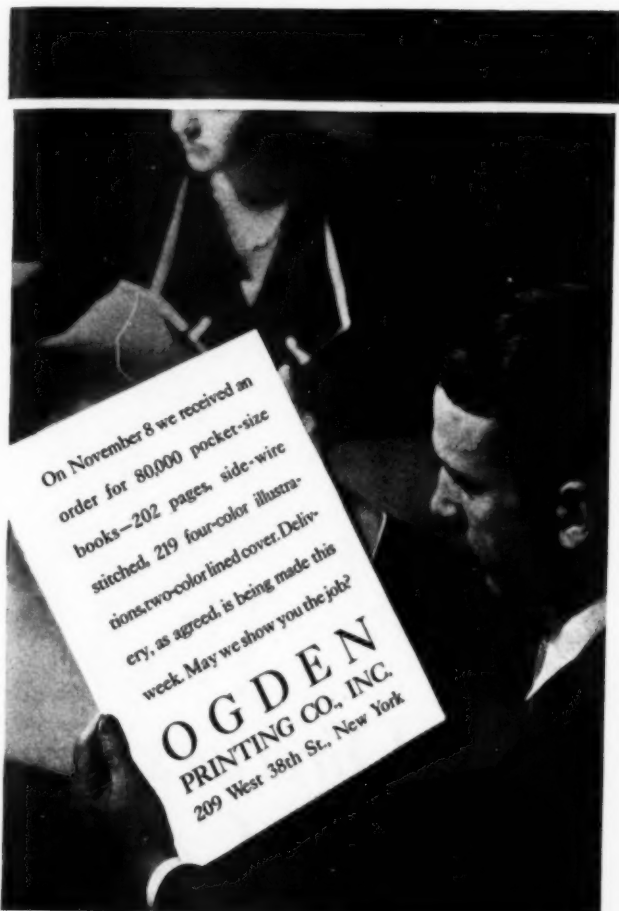
One manufacturer states that he has been extensively advertising his line through national mediums for a number of years. He has created a nationwide consumer acceptance and practically all chains handle the line. He attributes this solely to the advertising value behind it. Another manufacturer states that his advertising has a strong effect in influencing chain stores to handle his line of products, inducing them at times to feature them in windows and newspaper advertising without cost to the manufacturer.

Says Price Is Secondary

Chain stores are interested in consumer demand, and price comes secondary, says still another manufacturer. There are occasions, he believes, when special concessions and deals on an unknown product may interest a chain store; but on the other hand, there are occasions—which he believes are in the majority—where an outright gift of the first shipment to the chain store of an unknown product would not interest the chain.

One manufacturer goes so far as to state that the force of his national advertising compels chains to feature his products to the extent that the chains are paying more for his line than they would have to pay for an unadvertised competing brand.

Another manufacturer goes on



On November 8 we received an order for 80,000 pocket-size books—202 pages, side-wire stitched, 219 four-color illustrations, two-color lined cover. Delivery, as agreed, is being made this week. May we show you the job?

OGDEN
PRINTING CO., INC.
209 West 38th St., New York



Sh!

The Directors are in Conference

THAT HE MAY ATTEND this buying conference by proxy the national advertiser seeks to know what newspaper the family prefers.

Daily circulation figures don't give the answer in Boston. The bulk of the *evening* papers are bought in downtown Boston. Impossible to tell where they all go.

Readers of *morning* editions? You can't count them. Two Boston papers sell space on a combination morning and evening basis.

You'll agree of course that Sunday papers are home papers

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Isn't it obvious, then, that a paper which can hold its readers on Sunday is a home paper *seven days a week*?

The Globe is the only Boston newspaper that holds its weekday audience in the Boston trading area practically intact over Sunday. The other two papers (which with the Globe carry the bulk of the advertising in this trading area) lose on Sunday 18% and 58% of their weekday readers. And no other Sunday paper picks up this loss!

On this basis, surely a reasonable one, the Globe would proxy them to be Boston's home paper. That it *is*, in fact, was long ago proved by Boston's department stores.

The department store buys space only on results proved in actual returns. Satisfied that the Globe is Boston's strongest home paper, the city's department stores use more space in the Globe, *daily as well as Sunday*, than in any other paper.

The whole story is told in the free booklet, "Reaching Buying Power in the Boston Market." Write for your copy.

THE BOSTON GLOBE

record to the effect that the force of national advertising will compel the chain to carry almost any product. "If the advertising is particularly effective," he asserts, "it practically forces the chain to feature that product because it then can be used as a good price leader."

Before we discuss the manufacturer's views, let us see what the chain says in defending its position. To begin with, chains deny emphatically that they ever attempt to bring unfair pressure upon the manufacturer.

They Don't Force Concessions

They all claim they have never been able, neither do they attempt to force concessions because of their large buying power. "We have no recollection," states one chain, "of any instance where we have been able to compel or receive terms or prices more advantageous to us than to another buyer. It is common practice among manufacturers to make advertising allowances for newspaper, store, window and counter display of various products. From the point of view of the manufacturer we consider this good business, and if the product has merit, we co-operate with this manufacturer to advance the sale that in the end reacts to greater benefit to the manufacturer."

Chains do not deny that in certain instances they secure additional discounts or other concessions, but they say they never force such concessions. They point to the quantities they buy, the prompt pay, their facilities for distributing goods—all factors which the manufacturer cannot well ignore nor overlook.

"Through the chain," argues one chain, "the manufacturer can obtain quick distribution because, instead of convincing several hundred minds and spending the time and money to do this work, he has only one mind to convince. A part of that saving in time and money should revert to the benefit of the chain. It seems to us that the manufacturer should take into consideration the chain's position and its intimate contact with the pub-

lic. The chains are presumed to know what the public wants. If this is so, they are necessarily leaders in their field, and, therefore, their distribution of an item constitutes leadership and makes sales to the consumer easier."

S. J. Pickens, advertising director of Safeway Stores, Inc., argues in this manner:

"It may be, and it has been argued, that the chain store has proved a less economical instrument of distribution for the producer. This is scarcely true. Certainly it would seem logical that when a manufacturer or producer can go to one point and dispose of practically his entire output at one sale, his selling costs and other operating expenses are reduced sufficiently to allow him oftentimes an even greater profit than he would get were it necessary for him to hunt all over a given section to find sufficient individual outlets to dispose of his product."

Some chains go so far as to claim that they cannot afford seriously to disturb the legitimate earning power of their source of supply and in doing business with large manufacturers they are just as eager to see that the manufacturer makes his profit as they are to get theirs. They insist, however, that the manufacturer also share in the economies effected through the large volume of business they give at comparatively low selling costs. "No concern," one chain executive says, "which hopes to continue in business very long, and which is under the management of people of sufficient foresight to develop a huge organization, is likely to do anything seriously to disturb the legitimate earning power of their source of supply. If concessions be made by the manufacturer to obtain greater value, we believe that it may be reasonably assumed that such concessions are the result of his reduced selling costs and do not affect his ultimate earnings."

In placing the blame for unfair practices upon the shoulders of the chain, no mention is ever made of the jobber, the independent or the voluntary chain. As a matter of fact, they are just as keen to drive

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a hard bargain with the manufacturer as the chain, and attempt it as often. One manufacturer claims he is having more trouble with voluntary chains and jobbers, who claim to have close connections with retailers, than with the chains. They are even threatening to stop selling the products of manufacturers who cannot or will not meet their demands, he states. It is the belief of another manufacturer, who has had considerable experience in doing business with both the chains and the wholesale distributors, that manufacturers are making a grave mistake by meeting these demands with additional allowances for advertising, which usually means a poster, promiscuously broadcast by the voluntary chains featuring reduced prices. "This policy," he states, "has demoralized the manufacturer's price more than any form of cut prices the chains have ever made."

He does not believe that such advertising on the part of the voluntary chain creates acceptance in the consumer's mind, and because of this he insists that the manufacturer would be better off to limit such expenditures, or to cut them out entirely, confining his consumer advertising to the usual type. In the final analysis, he concludes, "advertising through the regular media tends to create genuine consumer acceptance."

To return to the actual experiences of national advertisers. How are they able to meet the requests or the demands of the chain for these extra allowances, etc.? A number of manufacturers seem to agree upon the point that if the chain takes the initiative in pushing their products, it is only natural that it should be accorded preferential treatment.

One such manufacturer, enjoying good chain distribution, claims that in recent years his dealings with chain stores have been eminently satisfactory. It is his belief that all the better chains have given up their "hold-up" methods—at least as far as his company is concerned. He cites an interesting case where one of the largest chains was celebrating a store-opening anniversary and so-

licit advertising from manufacturers in connection with the event. "In the letter that they sent us on the subject," he writes, "the chain took particular pains to state that if we did not care to co-operate, our action would not have the slightest effect on their friendly relations with us."

A large flour manufacturer goes on record with the statement that his relations with chains, as a whole, have been eminently satisfactory. "While chain buyers sometimes have adopted—as buyers for any other company would—a somewhat aggressive attitude," he writes, "we have been able to reason with them and have been able to obtain orders on a perfectly fair and equitable basis. We have never made any concessions that were contrary to good business practices. I am confident that the policy of most of the chain stores is to deal fairly with manufacturers who are doing everything they can to establish the sale of the commodities."

Found Chains Very Fair

The director of sales of a large national advertiser, who has had twenty-five years' experience in merchandising food products, states, "in all my years in contacting chain stores, I have always found the chain store very fair in its demands. In no instances have I found that the chain store had discontinued our products if we were unable to meet its demands. We always find that the chain stores carry out their agreements to feature our products on any arrangements made."

Another manufacturer speaks thus: "Whenever we have entered into a co-operative arrangement, we have received full value for our expenditure. It is usually among the smaller chains we find these unreasonable demands to be more prevalent."

Some manufacturers say that while they may be approached with requests for extra concessions, discounts and advertising allowances, these requests are not so prevalent today as they were a number of years ago. One manufacturer, to test out the value of

To Emphasize Its *Independence* it will now be

ARIZONA REPUBLIC

TO give further and permanent effect to the recent announcement of the absolute independence of all political partisanship of The Arizona Republican, its title is now changed. The new name, Arizona Republic, is so similar to its former name, that were not new styling presented in the art of the logotype, the change might go unnoticed.

But as a matter of fact a big change is made. Dropping just two letters from the name Republican changes the name of this newspaper from one that might well describe a partisan publication to one which will more ably designate a newspaper of untrammelled vigorous service to its readers, its state, and its nation.

As the American Republic embraces all classes, all faiths, and all political parties of this nation, so this newspaper presents its new name, Arizona Republic, to designate an independent newspaper of service to all, and without a tinge of partisanship to mar its forcefulness.

The shield which for so many years has fronted the benign spread-eagle in the title of this news-





paper now carries the 13 stripes which represent the beginning of the Republic. Imposed upon the design is the word "Independent" to more emphatically pronounce the disassociation of this newspaper from political partisanship.

And now the Arizona Republic embarks on a larger career of greater usefulness and service. Its strength and vigor in defending the public good is enlarged by its independence of all partisanship.

For 40 years the history of this newspaper has shown its increasing usefulness and ability to serve. Now, more effectively than ever, the Arizona Republic will be the public's servant, a newspaper of modern independent journalistic ideals, acting without fear or favor, and aligned only with the best interests of the public it serves.

CHARLES A. STAUFFER,
President and Publisher.

ARIZONA REPUBLIC
THE STATES' GREATEST NEWSPAPER
PHOENIX

the chains' co-operation in several instances, granted special concessions but found they did not produce sufficient increased volume to warrant the expenditure, and they were promptly discontinued with no disastrous results.

Chains are accused of insisting on extra co-operative advertising allowances as part of the consideration for doing business. As a rule these are voluntary arrangements entered into by both the manufacturer and chain without undue pressure or threats.

One manufacturer, who has executed numerous such deals with chains, believes that an advertising allowance, properly used with the chain store, can prove highly beneficial in stimulating sales in a given area. In his opinion, the chain store is in position to advertise merchandise to the consumer in a manner that a scattered number of retail units are not able to do. "There are a great number of manufacturers," he states, "who would be glad to co-operate with retailers in advertising, but because the volume of business that the individual retailer does is not large enough, it is not practical." He feels that if the manufacturer would allow chain stores an advertising allowance per case and pay for it only when evidence of this advertising is submitted, it would work out to the benefit of the manufacturer as well as the chain.

Still another manufacturer finds it profitable to pay the chain store to push his goods. "We have at various times paid a substantial sum to the chain store in return for specific advertising. This has on some occasions taken the form of payment for window posters, window displays, and counter throw-aways, and it has in other cases taken the form of payment for different newspaper advertising of our products in conjunction with the chain stores. In general, I might say that we do not find the chains are any more arbitrary or unreasonable in their demands than our wholesale grocery customer."

With these facts, we shall let the reader form his own conclusions as to whether or not chains are any more arbitrary than other

types of retailers. Again we say, doing business with the chain depends solely on the manufacturer and his policy.

In the next article the advertising done by chain stores will be discussed.

G. T. Keyes with Fruit of the Loom Mills

George T. Keyes, formerly merchandising manager of Gimbel's Department Stores and, prior to that, with R. H. Macy & Company, New York, has been made vice-president and general manager of Fruit of the Loom Mills, Inc., New York, selling organization of the B. B. & R. Knight Corporation, Providence, R. I. He was also formerly merchandising manager of the Associated Merchandising Corporation, New York, and, at one time, was advertising manager of *Vogue*.

R. S. Pollock Starts Own Business

Roy S. Pollock has resigned as advertising promotion manager of *Physical Culture*, New York, to organize Heat Transfer Products, Inc., a sales company, with offices at 30 Church Street, New York. This company will handle exclusively the hot water heat reclaimers for industrial purposes, made by The American Locomotive Company.

Pressmen Honor W. R. Naughton

An honorary membership in the International Printing Pressmen and Assistants Union of North America has been conferred upon W. R. Naughton, manufacturing director of the Art Gravure Corporation, New York. This represents one of the highest honors that can be received in the printing industry from organized labor.

O. S. Tyson Appointed by Industrial Advertisers

Oscar S. Tyson, president of O. S. Tyson and Company, Inc., New York advertising agency, has been appointed secretary of the advertising agency committee of the National Industrial Advertisers Association.

New Account to Fitzgerald Agency

The White Wonder Chemical Company, Inc., Montgomery, Ala., has appointed the Fitzgerald Advertising Agency, Inc., New Orleans, to direct its advertising account.

Oregon Papers Merge

The Eugene, Oreg., *Guard* has acquired the Eugene *Register* and will appear hereafter as the *Register-Guard*.



NOTHING costs so MUCH as

IT is the customary and seemingly prudent thing for business to seek to "limit its losses" in times of depression.

But don't forget that you can "sweat" the punch out of a business organization no less than out of a prizefighter.

There might be neither point nor timeliness to this warning if at the moment *all* business in America were bad.

But all business in America *isn't* bad by a long shot—*on the contrary a host of businesses today are driving ahead full tilt to record sales and profits!*

IF you are naive enough to think that Prosperity can be conjured back by political fiat, organized hoping, or Providential grace—go ahead, have fun.

In the meantime if you want your business to march abreast with that sound and successful fraternity mentioned above there are these simple things to be done:

See to it that your goods honestly measure up

THE SATURDAY EVENING

*AN AMERICAN INSTITUTION

THE CURTIS PUBLISHING COMPANY, INC.



G Has FAILURE

rudent to the times—in style, value, quality, utility.

nit its See to it that your sales energies are planned to
do the job, not merely keep within the budget.

" the See to it that your advertising is bull's-eye in
o less aim, sure-shot in appeal, siege-gun in amount.

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it is taking it.

long And it is going steadily ahead in these times as
day and for thirty years past, at its usual rate of an ad-
its! ditional hundred thousand readers every year.

Pros- It offers alert American business a success-
litical paved avenue to the minds and pocket-books
grace of the sanest, soundest, richest *three million*
families in the world.

ess to You can't buy its values elsewhere; if its cost
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these program right now should worry you, remem-
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re up Nothing costs so much as failure!

Y EVENING POST

ICAN INSTITUTION*

AND INDEPENDENCE SQUARE, PHILADELPHIA

A FOOD CHART to SHOW-

- 1—KINDS OF FOOD
2—BRANDS OF FOOD

IN this illustrated chart prepared by the Physical Culture Institute of Nutrition you will find foods grouped into the six chief classes with their properties. Different foods have in varying degrees these three characteristics:

1. They supply energy
2. They build and repair the tissues of the body
3. They regulate the bodily processes

These food characteristics and the functions they perform in the human body are described in this chart. The demand for copies of this food guide from Physical Culture readers has exceeded our expectations, which is only another indication of their interest in food and all things pertaining to health.

Your wife would probably be greatly interested in this chart; we will gladly send you a copy if you wish. Address Physical Culture, Graybar Bldg., New York, N. Y.



PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY
MORE THAN 300,000 FAMILIES *Live* BY IT



This Window Display Attracts Buyers—Not Crowds

Light, Color and Motion—The Big Three in Window Display

By J. F. O'Brien

Manager, Advertising and Sales Promotion Department, Westinghouse Lamp Company

THE window strong enough to draw crowds often succeeds only in focusing attention on itself, not on the standard goods the store offers.

A couple of comical pups will draw crowds to a merchant's window, but they won't draw them into the store to buy staple lines of merchandise unless these happen to be dogs.

Conscious of this troublesome problem of creating window displays which will draw crowds and yet focus attention on the staple articles for sale, the Westinghouse Lamp Company made a study of the situation.

Knowing that the three most powerful attention-attracting features in window displays (outside of animals and human beings) are light, color and motion, it experimented to find some means of effectively and practically combining all of them. In the past, most displays have utilized one, and sometimes two, of these features—but seldom, if ever, all three. The successful outcome of these experiments has been the development of what Westinghouse believes is a new principle in window displays—Mobile Color.

The Westinghouse Mobile Color Unit, which is the heart of the practical application of this principle, consists of a stand, a socket support and a transparent colored cylinder. The cylinder fits over the stand and is rotated by the heat of a 75-watt lamp placed in the socket.

Hidden from sight behind the new specially designed fluted, translucent Westinghouse Lamp dis-

plays for 1931, the revolving cylinder of this Mobile Color Unit throws its rays of colored light upon these displays, changing them in color tone from moment to moment. The backs of these dis-



Moving Color and Light Make This Westinghouse Mazda Lamp Christmas Display an Eye-Catching Centerpiece in Any Window

play pieces are cut away, allowing a large portion of the changing colors to flood through and light up the entire window.

Since the Mobile Color Unit is hidden from view, it cannot call attention to itself. Thus the effect of ever-changing light, color and motion focuses attention solely upon the merchandise for sale.

The most effective window display loses much of its "pull" if placed in a poor setting. Legibility and visibility depend upon the relation of color to background. The all important factor is "brightness difference." Many merchants, not

specially trained to appreciate this factor, use the wrong backgrounds for their windows, unknowingly destroying much of the attention value, visibility and legibility they are attempting to secure.

The new use of mobile color, involving, as it does, light, color and motion, makes control of this window background more important than ever before. To take one example, lighting experts know that if general illumination is dimmed, the intensity of blues will decrease much less rapidly than reds. Such variables as these need to be rigidly controlled if attention value is to be maintained.

Consequently for 1931 Westinghouse not only furnishes its Mobile Color Unit and a series of strikingly beautiful illustrated and lettered displays, but, in addition, complete and scientifically correct window trim material for each setting—including special crepe paper assortments in the exact color tones essential for maximum effect with each of the individual window displays.

A careful study has also been made of the method of grouping the electrical merchandise to go with these lamp displays. For the new Westinghouse windows are not planned merely to sell lamps; they are designed as beacons to attract attention to, and increase the sale of, other electrical appliances, such as toasters, percolators, irons, cords, plugs, fuses, etc., which respond most readily to "impulse" buying.

Lamps are featured because these are the great staple articles that bring 88 out of every 100 customers into these stores "on the impulse of the moment." But careful checking of many independent merchants' stores over the last two years has shown that customers have frequently bought a carton of lamps or some appliance in one shop and passed on down the street to another store for some other electrical appliance, completely unaware that the first store carried this very same article. Faulty display, both in the windows and inside the store, was the cause.

Faulty display in windows is now being eliminated by carefully de-

signed groupings of electrical appliances that will markedly increase the clearness with which each separate appliance registers upon the prospect's mind.

Psychologists have found that if the average adult is allowed to gaze for thirty seconds at a group of letters of the alphabet arranged in random order, he may remember five. But if the letters are arranged in words and the words into sentences, he may grasp five words of five or more letters each.

Similarly, if he glances at a series of dots arranged in an irregular fashion, he may be able to see and report five of them, but if they are arranged into regular patterns of five he can grasp five patterns.

Taking advantage of this fact, in the new Westinghouse windows, every appliance, be it toaster, iron or what not, is displayed in units grouped in geometrical patterns so that each appliance for sale registers clearly upon the roving eyes of the prospective customer.

And since another very interesting characteristic of attention is that it fluctuates, and that the human eye tends to follow lines whenever possible, the control of the movement of the prospect's eye from one group of appliances to another is greatly assisted by an ever changing beam of colored light directed on the supporting merchandise.

E. D. Nix Joins Gardner Agency

E. D. Nix has joined the St. Louis office of the Gardner Advertising Company as an account executive. He was formerly with George Harrison Phelps, Inc., Detroit.

A. G. Hoffman with Printype, Inc.

A. G. Hoffman, typographical and printing expert, formerly with The Spiral Press, has joined Printype, Inc., New York.

Appointed by Fawcett

The Fawcett Publications, Inc., has appointed Walter F. Hagemann as Western advertising manager in charge of its Chicago advertising office.



Making National Records

During the month of October the WASHINGTON (D. C.) STAR printed MORE LINES OF PAID ADVERTISING than any other paper in the country.

Which serves to emphasize two important points:

The attractive market which Washington and its 25-mile trading area offers, notably free from the effects of prevailing depression—and

The complete coverage of this market by ONE newspaper, THE STAR—Evening and Sunday.

Write our Statistical Department for any specific information which you desire concerning this market.

The Evening Star.

With Sunday Morning Edition
WASHINGTON, D. C.

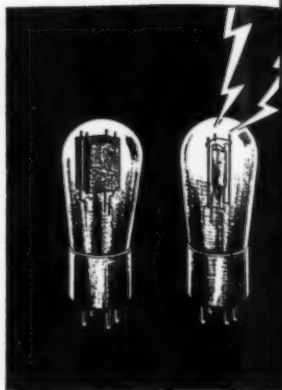
New York Office:
Dan A. Carroll
110 E. 42nd Street

Member
The 100,000 Group
of American Cities

Chicago Office:
J. E. Lutz
Lake Michigan Bldg.

**BE SURE YOU PICK
THE RIGHT TUBES**

FOR



BOSTON'S

ADVERTISING RECEPTION

—tubes may LOOK alike, but.

Your modern radio set uses different kinds of tubes. And you cannot get full reception without installing the right tubes in the proper places. Outwardly, all tubes look alike—there's but little difference between a rectifier and an amplifier—until you improperly locate them in your set.

Boston, the fourth largest market in the United States, is *that way*. Outwardly it is a compact unit of nearly two million people within a thirty-minute ride of Boston's heart—three million in an hour's radius.

BOSTON

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Yet this *three million compactness* is distinctly divided into two groups—and wealth or class has nothing to do with it. It is a cleavage by heredity, tradition, environment and belief. Each group, produced by years of evolution, keenly differing in habits, personal preferences and thought. Each demanding a particular type of newspaper.

Just as radio users know that it is necessary to have the right tubes rightly located in their radio sets for full reception, so advertisers eventually realize it is necessary to use the right newspapers to obtain full market advertising reception in Boston.

They know that the newspapers of Boston serve the viewpoints of one or the other of the two groups of Bostonians. And that no newspaper serves both.

The Herald-Traveler, which leads all Boston newspapers in total advertising lineage, differs from its three contemporaries in almost every way. It serves the group which bestows on advertisers the major portion of Boston's purchasing power. The other group of Bostonians is reached by any one of the other three papers.

And you be sure of finding the right newspapers to reach the three million market—and the Boston Herald-Traveler is distinctly the newspaper to reach the group to which the other three newspapers do not appeal!

For eight years the Herald-Traveler has been first in national advertising, including all financial, automobile and publication advertising among Boston daily papers.

Advertising Representatives:

GEORGE A. McDEVITT CO., New York
Chicago, Philadelphia and Detroit

STO HERALD-TRAVELER





BUSINESS SECTION Canton, Pa.—Pop. 2,154



MACHINERY PLANT Painted Post, N. Y.—Pop. 2,806



FURNITURE FACTORY Hughesville, Pa.—Pop. 1,577



BROOM FACTORY Portville, N. Y.—Pop. 704



FOUNDRY Blairsburg, Pa.—Pop. 2,837

THE SECRET OF SMALL TOWN PROSPERITY

Have you ever wondered what keeps the small towns under 5,000 population going, growing, year after year? Briefly, here's the answer:

Local Industries

Industry in small towns is thriving, turning out such staple products as glass, silk, chemicals, furniture and machinery. The average small town plant employs from 25 to 500 men. Lower overheads and enthusiastic employees keep these plants going year in and year out. Notice workmen's cars in picture at left, taken July 15, 1930.

The Small Town of Today

In the small town of today, new occupations, new homes, new habits of living are springing up everywhere. And a great new market for your merchandise is opening before your very eyes!

Served by GRIT

For 48 years this has been the GRIT market. More than eighty-three per cent of GRIT'S circulation and influence is concentrated in towns of less than 10,000 population. GRIT will help you to win recognition, distribution, SALES, in the small town field. Send for copy of the "Marketing Survey of 29 Small Towns."



Read Every Week by Over 415,000 Families
in 14,000 Small Towns

Member A. B. C.

Williamsport, Pa.

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How We Train Our Salesmen to Hurdle the Price Obstacle

We Never Use the Expected Answer of Better Quality—There Are
Better Answers

By O. Sacksteder, Jr.

General Manager, Aladdin Manufacturing Co.

PROBABLY the greatest of all sales obstacles is "price." This one little word causes salesmen and sales managers in all industries much worry. It has bothered us much in the past. But we have evolved a plan for helping our salesmen to meet this situation.

We have trained our salesmen to hurdle the price obstacle by instructing them always to keep price in the background and never mention it as an important part of the transaction.

Our instructions to our men are that if they have to combat the price obstacle in dealing with a strictly price buyer, they are to put it up to the buyer on a basis of what he thinks the item can be manufactured and sold for; that is, a strictly value basis. Our plan is to put the item or a picture of the item before the buyer and have him take a pencil and paper and figure up the parts and arrive at what he thinks the item should cost us, then add overhead and profit, and almost invariably the buyer arrives at a higher figure than we are asking for the merchandise. Of course, this is due to the fact that all of our business is done on a very close margin of profit and most of our production is turned out with automatic equipment, so that the buyer could not possibly conceive of how cheaply we actually manufacture items that always look like a great deal more than would be expected to be represented by our cost.

Our plan is based on the "Never trouble trouble until trouble troubles you" idea. It is this plan that we instruct our salesmen to use and never mention price to the buyer until the buyer mentions price to them.

A salesman's first effort should be to persuade buyers that the

product he is offering is the best that can be obtained either for the buyers' purpose in use, or the best for them to purchase with the end in view of reselling it at a profit. In nine cases out of ten if the product is properly presented the price will seem rather insignificant compared with the value as pictured.

Sell the Organization

Occasionally, we have a salesman call our attention to the fact that nothing is great or small except by comparison and while our products may be an exceptional bargain at the price we offer, there are sometimes other manufacturers who are offering something as good or better at the same or lower price. Usually this is at a much lower price and one that we could not possibly meet, no matter how much of our profit we may have a desire to sacrifice. In such cases we instruct our salesmen to sell our organization; that is, to bring out the fact that we have for so many years been successfully manufacturing and selling this product, that we nationally advertise it, guarantee it, and that we are not only here to serve the trade now, but will be here in years to come to adjust any complaints that might arise and to go on serving this trade to their own advantage.

In actually training a salesman out on the firing lines there have been times when I have been confronted with what appeared at first to be insurmountable price obstacles. Fortunately, as we make a complete line of electric portable lamps, the particular price obstacle in question was invariably on just one lamp or one type of lamp. Thus we have in nearly all cases been able readily to convince the customer that in buying the com-

plete line from us over a period of years, he would pay us less for a large volume of lamps in the long run than he would pay others who may have a leader here and there, or a particularly good price on one item or group of items.

Any reader of this article will have by this time realized the conspicuousness of a quality talk by its absence. We train our salesmen not to combat price obstacles that they may run into with this stereotyped argument. Any buyer knows before the salesman says it that he is going to argue that his product is better. We try to treat this phase of the question in such a way that we expect the buyer to take for granted that our product is superior. We, of course, think it is and do everything we can to make it superior, and, thus, as we have often been told, we impress this on the minds of the buyers much more by taking it for granted than we ever could by arguing about it, as is the usual custom.

Naturally, there are many other little points that are used from time to time, such as the way our product is put up in individual cartons, the labels we use, the sticker of the name "Aladdin" (in Oriental type) which we put on every item we turn out, and the numerous other ways that we tie in our products out on the dealer's shelves with our advertising, in that our trade-mark appears on every piece of merchandise that we put out, exactly the same as it appears always in our advertising, on our circulars, catalogs, etc.

In selling jobbers, who represent a large proportion of our annual business, we always have an ace in the hole, and that is our jobber's policy. Often we find some of our competitors offering similar items to the trade at prices less than ours, but invariably these weaker-kneed manufacturers always make the mistake of offering these same prices to dealers, as well as jobbers. It is an easy matter, therefore, to cite to our jobbers that while they can buy a similar item at a less price, that item will be of no value to them because they cannot go around the corner and

sell it to a dealer at any profit, because that dealer can buy the same item from the same manufacturer direct at the same price that they are paying for it. This leaves the simple process of selling the jobber on the idea of profit on an advertised product and one that cannot be bought by the dealer at anything like the same price the jobber is asked to pay for it.

Just as in religion, there is faith, hope and charity and the greatest of these is charity, so it is in the mercantile world, there is product service and price and the greatest of these is service. Paraphrasing again, "What profiteth a man if he gain the whole world of product at the lowest possible price, if there is no service."

Winter Advertising Golfers to Play in Georgia

The Winter Golf League of Advertising Interests will hold its twenty-sixth annual tournament at Augusta, Ga., from January 24 to 31.

A comprehensive links program includes the ladies, and seventy-five prizes will be awarded. The qualifying round of the tournament proper will be played December 26.

Officers of the League include Carl Percy, president, R. P. Clayberger, vice-president, D. L. Hedges, treasurer and William A. Sturgis, secretary.

The following committee chairmen have been appointed: Mrs. B. Lester Tyrrel, women's committee; Eugene Forker, membership; Merrill M. Lord, tournament; F. Walter Mueller, entertainment; Montague Lee, publicity; H. R. Reed, trophy; W. E. Conklyn, transportation, and F. C. Stevens, handicap committee.

To Become "Electrical Engineering"

The *Journal of the American Institute of Electrical Engineers*, published monthly by the American Institute of Electrical Engineers, New York, will change its name to *Electrical Engineering*, effective January 1.

Appoint Edward F. Wright

The *Standard Poultry Journal*, Kansas City, and *Baby Chick*, Chicago, have appointed the Edward F. Wright Company, publishers' representative, New York, as their Eastern representative.

Has Summer Resort Account

The Five Lakes Club, Minneapolis and Spooner, Wis., summer resort, has appointed Hurja, Chase & Hooker, Inc., Chicago advertising agency, to direct its advertising account.



YOUR WESTERN SALES...

Pacific Coast sales are an important item in the distribution plan of any national manufacturing concern. The Oakland Market, with a population of 567,000 persons, is one of the key fields in the entire West.

In the past nine years, Oakland's population has increased more than 70 per cent—a healthy increase to be sure—but the yearly value of manufactured goods has increased six times as fast.

There is population, business and money in the Oakland Market.

Oakland Tribune

OAKLAND, CALIFORNIA

(Oakland's Only Locally Owned, Controlled and Edited Newspaper)

National Representatives

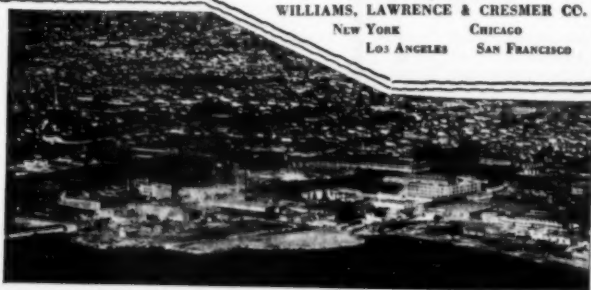
WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



POULTRY BRINGS \$5 Yearly To Washington And Oregon Producers



WASHINGTON IDAHO-OREGON

PRODUCE

1/3	NATION'S APPLES
1/7	NATION'S WOOL
1/8	NATION'S SHEEP
1/10	NATION'S WHEAT
1/12	NATION'S POTATOES
1/12	NATION'S CONDENSED MILK

\$86,000,000 Dairy Products
\$58,000,000 Poultry-Eggs
\$225,000,000 Live Stock



COWLES PUBLICATIONS

THE Poultry output of Washington, Idaho and Oregon has doubled in ten years.

¶ The consumption of Pacific Northwest eggs in New York increased two and one-half times from 1924 to 1929, while the chickens and turkeys shipped to that metropolis from the Pacific Northwest increased six-fold in the same period.

¶ The advantageous climate of these three states favors production. Aggressive sales methods and advertising, combined with uniform grading and packing, have opened lucrative markets. Washington, Idaho and Oregon eggs and poultry have outsold the products of other sections in many competitive centers.

¶ Pacific Northwest poultry breeders now enjoy a steady year-round income aggregating \$58,000,000 annually. That is the sum they have to spend, not only for building material, incubators and poultry supplies of all kinds, but also for food products, wearing apparel, automobiles, radios and many other articles.

¶ The peculiar home state problems and interests of Pacific Northwest poultry breeders are dealt with accurately and at close range by their state farm weeklies,

THE WASHINGTON FARMER, THE IDAHO FARMER, and THE OREGON FARMER.

These influential state weeklies insure advertisers an attentive hearing in 7 out of every 10 farm households in their states, their combined circulation of over 110,000 being 85% unduplicated by any other single farm paper or magazine.

Thoroughly Cover This High Ground
ONE ORDER, ONE RATE

THE PACIFIC NORTHWEST

THE WASHINGTON FARMER, THE IDAHO FARMER, THE OREGON FARMER

Reach 7 out of every 10 Farm Families

General Offices: Spokane, Wash.

Advertising Representatives: Associated Farmers, N.

INGS \$58,000,000 00

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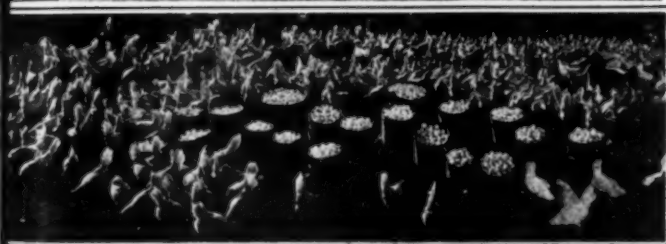
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bove—Loading Wash-Co eggs for export at
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and their product.

This High
ONE RATIO
NORTHWEST FARM TRIO

THE IDAHO FARMER, THE OREGON FARMER
and Fruitgrowers in Their States
Branch Offices: Seattle, Portland, Boise
Papers, New York, Chicago, San Francisco



The Spokane Country—102,247
urban families. The Spokesman-Re-
view and Spokane Chronicle, circu-
lation 95,000 (86% UNduplicated.)

Charles R. Kimbell

again with

The Farm Journal

1 1 1

We take pleasure in announcing that Charles R. Kimbell, who formerly represented The Farm Journal in Ohio and the Middle West, has rejoined our Western Advertising Staff, with headquarters in the Chicago Office, 29th Floor, Tribune Tower.

1 1 1

NATIONAL
The Farm Journal

New York PHILADELPHIA Chicago

P. E. WARD, *Publisher*

15 Per Cent

A "Toy Balloon Policy" Must Profit the Advertising Agency Too

By A. R. Mac Donald

LET'S start with an analogy. A consultation has been called over the prone personage of a gentleman of means. The General Medical Practitioner has summoned a group of specialists—perhaps a gastronomist (look that one up), an optometrist, a kidney-otomer (there's another good one) and what the profession refers to as a "skin man"—no—a dermatologist!

(I have a lot more respect for "skin men" having contracted "athlete's foot.")

"He's a sick man," declares the General Practitioner, motioning toward his patient to remove all doubt as to the subject of the consultation.

"A sick man," chorus the consultants.

"Kidney?" suggests the kidney-otomer, wetting his scalpel.

"Gastral Protenitis?" queries the gastronomist.

"Have you looked between his toes?" the "skin man" wants to know.

"His credit is triple A-1," the General Practitioner informs his colleagues.

"Pretty sick," they chorus in reply.

* * *

(Asterisks denote time out for a conference in which it is decided that the "skin man's" handicap is too great and that the next play of the foursome will be at Glossy Knoll, dollar syndicates, carry-overs and a ball—a ball—a ball on the medal.)

* * *

"An episiotomy is the only thing," insists the General Practitioner.

"An episiotomy!" cry his fellow consultants. "Impossible!"

"An episiotomy," advises the "skin man," "has to do only with women in—er, —um, —ah childbirth."

"Yea?" yeas the General Practitioner.

"You're exceeding the bounds of

your specialty," the "skin man" is warned.

"And besides," explains the General Practitioner, "I get 15 per cent from obstetricians and not even a cash discount from you!"

* * *

(These asterisks designate a fade-out on our analogy.)

* * *

"Ridiculous!" say you.

"Ridiculous!" say I, and add that the doctor—the General Practitioner—whatever his case, gets a fee. He is paid for counsel as well as for service. He may only suggest a diet, a cathartic, a change of climate or a rest. We pay him for his suggestion—when we pay him!—net. And we pay him an additional sum when, as and if he speaks! Nor does he always cure; nor always follow a case to its positive or possible conclusion. We also pay lawyers, accountants, notaries and preachers.

Advertising's only unbegrudged income seems to be that 15 per cent paid by the majority of publishers for planning, writing and placing advertising copy in their pages.

* * *

(These asterisks have another purpose. Let's see what it is.)

* * *

The last few years an increasing number of advertising's more conscientious agents have held that it is their own and their organization's duty to recommend whatever their client's particular and specific sales problem requires for solution—for sales. There are a few who not only believe in, but absolutely adhere to this policy.

"If toy balloons will sell your product," one of these insists, "this organization is going to recommend toy balloons. And what is more—we shall expect you to pay for that recommendation, commensurately!"

A toy balloon policy, backed by the courage to charge for it, has

been effective in obtaining a fairly satisfactory clientele for this man and for several others. Adhered to tenaciously and practiced conscientiously on the foundation of market facts, it will hold a clientele intact against those promiscuous solicitations which offer—in writing, sometimes — everything from the kitchen stove to the personal address book of the solicitor for all or any part of the space billable end of an appropriation.

Naturally one finds few situations in which one can literally recommend toy balloons. But to many dyed-in-the-wool space agents it is astonishing to know the results that can be obtained from calendars, house-organs, mailing pieces, form letters and what not, carefully planned and as thoughtfully circulated. The forward-looking advertising agent today looks at the client's product, scans the client's market, gauges the client's possibilities and then surveys the advertising tools at his command, recommends accordingly and faces frankly with the client the fact that the agent too deserves to make a profit.

"Publication advertising will do this and so," he agrees.

"Broadside will accomplish this," and he shows a familiarity with their planning and their use.

"Publicity—intelligently organized, thought through—will do this—" explaining.

"But before we decide upon or inaugurate any of these, let's look at your sales force and its direction."

"Advertise? Yes! Decidedly!" he says. "As widely, as broadly, as consistently as your gross business and net possibilities permit. But not until you are prepared. Not until your product, your production, your sales force and your distributive organization are ready to meet the pressure you plan on exerting."

In contrast, listen to A. B. J. shouting from his gold-lined house-top, "Advertise and keep on advertising. Buy space. Dominate it. Make the public want to buy and you've got the retailer in a position where he has to want to sell."

Sound counsel that—but with reservations. No appropriation is so ill-used as that which refuses to withhold itself until the groundwork has been laid. And the far-sighted advertising counsel is endeavoring to convince his business client that this is true!

"Let's motor to Cairo," says you.

"Fine," says I. "Let's go to Cairo. Great sights there. But let's wait until next week when the new highway has been opened."

"Let's see 'Grandfather's Ball' at the Alhambra tonight," says you.

"Fine," says I. "But this is only a dress rehearsal. . . . Next week we can see a finished production."

"Let's have turkey and dressing tonight," says you. And how I love turkey! But if we get turkey tonight, we've got to wait until it is cooked, and that takes time.

So does the planning of advertising. So does its execution. So does the planning, organizing and financing of business.

Advertising, from the standpoint of its reputation and its results as well, can suffer in this age of "Faster! Faster!! Faster!!!" and "Light! Motion!! Color!!! Speed!!!!" So can publishing. So can business. So did the stock market.

As advertising suffers, so does Business, its sponsor—its master! So does publishing, printing—and the consumer of advertised products.

* * *

What are a few more asterisks to a willing compositor?

* * *

In these United States of America alone there are thousands of individuals engaged in the business of advertising. From the manner in which advertising's practitioners are approached for "openings for a bright young man, just out of college who has decided he wants to get in the advertising game," the next census will show this number doubled or even tripled.

Advertising's ranks include any quantity of real merchandising geni. And their crowns would be too many for the days of the week if they were thus honored for their accomplishments. But how often have they been thus honored? How

THE
LOS ANGELES
EVENING HERALD

IS
THE LARGEST
DAILY NEWS-
PAPER IN
WESTERN
AMERICA

BOTH IN CIRCULATION
AND
VOLUME OF ADVERTISING

REPRESENTATIVES

NEW YORK
HERBERT W. MOLONEY
342 MADISON AVE.

CHICAGO
JOHN H. LEDERER
326 MADISON

DETROIT
RAY MILLER
GENERAL MOTORS BLDG.

SAN FRANCISCO
A. J. NORRIS HILL
HEARST BLDG.

often have they been compensated even for their advice and counsel? How often have their soundest and most sincere recommendations been accepted—to say nothing of followed. An incident:

Remember that now internationally known clothing manufacturer who asked the late John Lee Mahin many years ago what it would cost him to advertise satisfactorily and profitably?

"So much (I forget the figures)," Mahin told him. "That is, it will cost you that much now. Ten years from now—" and he stated a much larger figure. The clothing manufacturer paid the larger figure. It took him ten years to find out that his advertising counsel was right.

Mahin probably never got a cent for that recommendation of his. He would have, of course, had the manufacturer advertised and used commission paying media. But suppose the manufacturer had used toy balloons.

Toy balloons have their place in the merchandising scheme of things. Radio, booklets, catalogs, broadsides—all are tools of sales promotion. Space advertising is the broad cutter, depending on the media selected. These are fundamentals. We all know them. Isn't our problem—both as advertising men and as business men—to realize that we must appreciate these tools and their place—also know how, where and why to use them?

Should advertising men be expected to deal in the unprofitable where doctor, lawyer, accountant—where business men, even if they are good business men—as quickly as possible eliminate the unprofitable, be it product, mechanism, policy method or person?

Trade, class, sectarian, sectional and local publications are as vital to given jobs as are the so-called national. Each is a tool; all may be necessary in one case; a few in another. They should receive as much, if not more, attention from a copy preparation standpoint as general advertising. Their approach is direct.

When both business man and his advertising counselor can meet on

a mutually profitable plane without the latter's having to spend a great portion of his time and energy trying to collect a just reward, advertising will do even greater work for the civilization it inspires.

The "toy balloon policy" fully and clearly explained in the agency's original presentation to a client is bound to pave a sure and comfortable way to this plane. It encourages dealings on the basis of knowledge, facts, analyses and records of results rather than on pretty pictures, entertainment, high showmanship, sharp salesmanship and wits.

Nor is this a plea against commission paying space, radio or other advertising. Nor again is it a plea for it. It is a plea for an advertising professionalism which equals or exceeds the highest ethics of the medical profession or the professionalism of which Herbert Hoover and business leaders allied with his cause lead us to believe has established itself in business.

Consider this a plea for a service of the one—the advertising agent's—and acceptance on the part of the other—the client's—that respects the value of a service that has the courage to recommend toy balloons where needed and to charge fairly, frankly and well for the recommendation.

A surprisingly large and growing number of advertising's agents—so called—are showing the way.

Franklin Laboratories to Charles C. Green

The Franklin Laboratories, Philadelphia, have appointed the New York office of the Charles C. Green Advertising Agency, to direct the advertising of Clarinos, a new product for the relief of head colds.

Solidified Perfume Account to Faxon

Faxon, Inc., Chicago advertising agency, has been appointed to direct the advertising account of the Illidela Corporation, Chicago, manufacturer of solidified perfume.

Death of W. B. Morris

William B. Morris, retired advertising manager of the Munsingwear Corporation, Minneapolis, died recently at Meadville, Minn. He was sixty-three years of age.

Florida's Tourist Season

During the winter months Florida's population swells with a tide of visitors from every section of the land. Last year nearly a million tourists were in the state. Half of these visitors spent their winter vacations in the Tampa Trade Area. Early registrations indicate an equal if not greater number will be here again this season. A large part of this responsive audience will be added to the Tampa Tribune's 44,150 normal circulation during the next four months. It can be reached at no additional cost.

1930 Federal Census

Tampa and Suburbs	119,000
Jobbing Trade Area	750,000



TAMPA TRIBUNE

TAMPA, FLORIDA

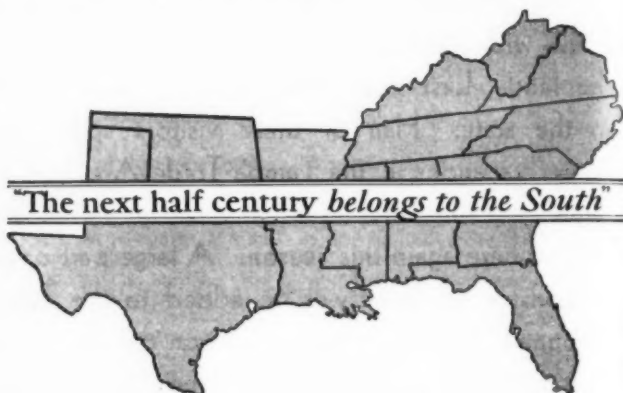
The Beckwith Special Agency, National Representatives:
New York, Philadelphia, Detroit, St. Louis,
Kansas City, Atlanta and San Francisco.

The Sawyer-Ferguson Company
Chicago Representatives



One Dominating

Finest of all qualities in an agricultural paper is the extent of its intensive, localized service to definite areas. The PROGRESSIVE FARMER and Southern Ruralist is issued in five separate semi-monthly editions



THE PROGRESSIVE FARMER and Southern Ruralist, issued semi-monthly and in five separate editions, is the only publication offering *all* these advantages:

- 1 Dominant and economical coverage of a primary market.
- 2 Highly localized editorial service—with resultant reader influence—by the largest staff of full time editors of any farm publication.
- 3 Advertising rate of one-half cent a line per thousand subscribers.

One Million net paid circulation guaranteed. Advertising rate, \$5.00 per line, equivalent to a page rate of \$3.64 per thousand subscribers.

1,000,000 CIRCULATION

Publication

*reaches and influences its
readers in the sphere of
their warmest interests!*

THIS unusual editorial service, through the largest staff of full time editors on any farm publication, has created, because of its local character, an unparalleled depth of reader interest.

The PROGRESSIVE FARMER and Southern Ruralist has become an institution in the agricultural South—and is the only single medium that adequately and economically covers this vast rural area.

The present and increasing importance of this market can be partially understood when it is realized that, with but one-fifth of its land surface as yet under cultivation, the South contributes over one-third of the entire crop wealth of the United States.

Manufacturers who seek new outlets for their merchandise should cultivate the agricultural South, through regional advertising. The proved purchasing power and advanced buying interests of this market can most effectively be reached and influenced through the advertising pages of its most widely circulated publication.

The **Progressive Farmer** AND **Southern Ruralist**

BIRMINGHAM

ATLANTA

Raleigh

Memphis

Dallas

Louisville

Western Representatives

Standard Farm Papers, Inc.

Daily News Bldg., Chicago, Ill.

Eastern Representatives

Wallace C. Richardson, Inc.

250 Park Ave., New York, N. Y.

Pacific Coast Representative: Edward S. Townsend, 713 Hearst Bldg., San Francisco, Cal.

..... **GUARANTEED**

Anton Bruehl



FUTURA

THE TYPE OF TODAY AND TOMORROW

When Futura was first introduced to America by Bauer, it was instantly accepted by advertising creators as a type which unerringly expressed a baffling something they had been trying to say. It was modern, not self-consciously, but with the spare integrity of inspired design. Futura light has the chiselled, delicate strength of a fine steel blade. The heavier variations, judiciously employed, are as perfect in their way as the sharper accents in the delivery of a Barrymore or a Chaliapin. Bauer has recently assembled from abroad the complete Futura family. Your typographer is now in a position to offer you the same Futura service as the best type shops on the Continent.

THE BAUER TYPE FOUNDRY, INC.

TWO THIRTY-FIVE EAST FORTY-FIFTH STREET • NEW YORK, N. Y.

FUTURA LIGHT
OBLIQUE LIGHT
FUTURA MEDIUM
OBLIQUE MEDIUM
BOLD CONDENSED
FUTURA BOLD
FUTURA DEMI-BOLD
FUTURA BLACK

BAUER TYPES are carried in stock by: The Machine Composition Co., 470 Atlantic Avenue, Boston, Mass.; Emile Riehl & Sons, 18 No. Sixth Street, Philadelphia, Pa.; Turner Type Founders Co., 1729 East 22nd Street, Cleveland, Ohio; Turner Type Founders Co., 226 No. Clinton Street, Chicago, Ill.; Turner Type Founders Co., 514 West Congress Street, Detroit, Mich.; Mackenzie & Harris, Inc., 659 Folsom Street, San Francisco, Cal.; or may be ordered through: The J. C. Niner Co., 26 So. Gay Street, Baltimore, Md.; Pelouze Printers Supply Co., 25 No. Twelfth Street, Richmond, Virginia; James H. Holt Co., Inc., 261 Court Street, Memphis, Tenn.

Don't Ask Good Advertising to Make Up for Poor Salesmen

Toilet Goods Makers Learned a Lesson When They Tried Substituting Cheap Salesmen for Good Ones and Asked Too Much of Their Advertising

By Donald S. Cowling

Director of Sales, Lucien Lelong, Inc.

HOW does the income of the average present-day salesman compare with that of a few years ago?

When I started in the toilet goods business twelve years ago I used to hear of twenty or thirty salesmen in that field who were authentically credited with incomes ranging from \$20,000 to \$40,000 a year. They really made it, too, and the thought of such princely remuneration was highly inspiring to us as we waded about in the mud of Corn Belt small towns trying to sell \$3 an ounce perfume to druggists whose main dependence was hog remedies and paint.

In the days before that time it was the custom of firms employing salesmen to offer long-term contracts, with a meager drawing account against generous commissions. The toilet goods business was just beginning to come into its own. Women were getting away from the paper packages of rice powder, the weird looking bottles of cologne, and the White Rose and Jockey Club perfume that their mothers had, in great measure, enjoyed surreptitiously. The use of lipstick and rouge was no longer frowned upon, and perfumes were appearing in expensive blends bottled in exquisitely designed and carved crystals. New manufacturers and importers were coming into the field and all but the most conservative of the old-line houses were offering new items and new packaging of old items.

Good salesmen were needed, salesmen who could go out and convince buyers that the toilet goods department was no longer merely a necessary evil—a football to be kicked about for the benefit of other departments in the store—but a healthy, growing asset able

to stand on its own feet and show a steadily increasing profit. Most of this profit, said each of these salesmen, would, of course, be brought about by stocking generously the line he represented. Women had no definite preference yet; generally speaking, they were in a receptive mood, eager to see and try the new things offered them. So it came about that the salesman who could tell his story most convincingly got his line into the most places and once in, the stores sold it. Good salesmen found themselves enjoying a steadily growing repeat business and their commissions began to mount.

Came the War

Then came the war, with fortunes made overnight, laborers in silk shirts, factory girls in mink coats, and returning soldiers bringing thousands of bottles of exquisite French perfumes. Sales went sky high, salesmen's commissions began to look like the Presidential salary, and the salesmen with long-term contracts made out in the days when it was a struggle to sell every dollar's worth of merchandise began to clip coupons.

This phase, however, marked the beginning of a new era. Women began to know what they wanted. It was no longer a question of the line that was in a store in the greatest quantity selling best. Buyers began to take cognizance of demand, and manufacturers and importers turned their attention to stimulating that demand. The need then was to go to the consumer and *draw* business across the retailer's counter rather than to go to the store buyer and *push* the business across.

Advertising was the answer, of course. Even those houses which

had been putting their dependence on highly paid salesmen and paid demonstrators behind the counters of the stores themselves were forced to turn to the national mediums to get their messages to the women who were making their preferences known. One huge campaign followed another, until the amount of the advertising expenditures began to cause canny boards of directors to look askance at the \$30,000 and \$40,000 commissions that their salesmen were drawing. "With our advertising drawing women into the stores to ask for our merchandise do we need such an expensive sales force to go and take the orders that buyers now must have all ready for them?" they asked themselves.

The answer seemed plain, and certain houses as the contracts of their older salesmen expired let the old-timers go and split up their territories among three or four youngsters who were started out at flat salaries of from \$35 to \$50 a week and expenses.

"All we need now," they said, "is somebody to go around and pick up the orders. Buyers don't need expert solicitation any more. They can't resist the pressure brought to bear upon them by the demand for our merchandise that our advertising has created. Look at the saving we will effect, and through splitting up the territories we will contact the stores much more effectively and be sure of getting all the business that is now ready and waiting for us."

It sounded good. On the surface it seemed the logical thing to do, and with the tremendous expansion of the toilet goods industry had come much outside talent among boards of directors, who, sterling business men in themselves, lacked an understanding of the infinite ramifications of a highly capricious industry.

Advertising appropriations were increased, then expensive artists were retained, and all the eggs were put into the advertising basket, with the sales force a negligible afterthought.

But while business continued to increase, the results didn't seem commensurate with their anticipa-

tions. The business on these lines of certain large stores which had been excellent accounts fell off alarmingly, and a lack of interest in headquarters became apparent when personal calls from out-of-town buyers on their trips to New York became less frequent.

About this time, as editor of *Toilet Requisites*, I had occasion to take a trip through some of the larger cities of the West, and made it a point to call on the leading toilet goods buyers of that section. Naturally, the question of what lines were selling best came into the conversations, what lines were holding up, what falling off—the usual specialized shop talk. And in nearly every case certain lines were mentioned as not selling nearly so well as they had in the past.

Green Youngsters

"Why, that house," said a woman buyer in one of the country's great stores, "is sending out green youngsters to see me with their line. I've been in this business too many years to have my time taken up by somebody who doesn't know one-tenth as much about the business as I do. If that's all that that house thinks about their line, I'm certainly not going to think any more of it than they do. When I'm interested in a line I want to talk to somebody about it who can tell me things."

That seemed to epitomize the subject for a great many other buyers who felt the same way. They wanted the advertising—insisted upon it, in fact—but they also wanted to be sold. For every line that the average toilet goods buyer stocks there are a dozen others persuasively shown to him every day. I might mention here in passing, that on counting the different brands of talcum powder alone carried by a drug store in Iowa City, Iowa, I found forty-four. The figures for stores such as Macy's or Marshall Field's on different complete lines, to say nothing of multifarious odds and ends, would be astonishing to the layman.

With this multitude of lines constantly being pressed upon him,

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CHAIN STORE AGE

Decentralizing

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**in
SERVICE
TO
ADVERTISERS**

December

Vol. 6, No. 12

CHAIN STORE AGE

93 Worth Street

New York City

some of them by the salesmen who had been let out by the new boards of directors, and who, with their new lines, were utilizing to the fullest extent the friendship and respect of the buyers with whom they had been doing business for so long, the buyer found it impossible to spread his appropriation wide enough to cover all his requirements. Since practically every house of any importance was doing a certain amount of advertising anyway, he found it much the simpler course to yield to the earnest solicitation of the good salesmen who called upon him, putting off until the last those lines which sent the order-takers to collect his orders. All too frequently, by the time he reached them, the appropriation for the month was sadly depleted, and their pickings were few and slim. That made the answer plain.

The point of contact, after all, is the sales department of the retail store, and without competent pressure exerted there, the vast power of impressive advertising campaigns cannot be adequately utilized. Those houses which had under-estimated the importance of that connecting link soon found where the error lay, and while the pendulum will never swing back to the \$30,000 a year salesman, at least in the toilet goods business, it has swung back from the point of inefficient \$35 a week order-takers to competent, intelligent salesmen remunerated on a just basis.

In our own company we feel that our advertising and our sales force are two powerful motors, synchronized to function together, and each delivering more power in itself through the efficient functioning of the other. Our salesmen are furnished with our advertising schedules, with advance proofs of our advertisements some time before they appear in the national mediums and rotogravure sections, and our buyers are kept constantly reminded that we are doing our utmost to create and keep lively an interest in Lucien Lelong in the minds of their clientele. It is up to our sales force to impress upon their minds the im-

portance to them of furnishing the point of contact that they may avail themselves of the power created by our advertising.

H. V. Morgan Heads Illinois Publishers

Howe V. Morgan, editor of the Sparta, Ill., *News-Plaindealer*, was elected president of the Illinois Press Association at its sixty-fifth annual meeting which was held at the University of Illinois, Urbana, Ill. Gerry D. Scott, Wyoming, Ill., *Post-Herald*, and Charles W. Falz, Revelle *Somonank*, were elected vice-presidents. H. L. Williamson, editor of the *United States Publisher*, Springfield, Ill., was made secretary, and C. R. Denison, of the *Minonk News-Dispatch*, was made treasurer.

The executive committee consists of: S. P. Preston, Gillespie *News*; J. M. Sheets, Oblong *Oracle*; Paul R. Goddard, Washington *Taswell County Reporter*; C. S. Conger, Carmi *White County Democrat*, and Omer W. Custer, Galesburg *Register-Mail*.

Lucky Strike Sales Show Increase

Sales of Lucky Strike cigarettes, manufactured by the American Tobacco Company, for October of this year, showed an increase of 504,725,000 over the corresponding month of 1929. The increase in sales for September was 655,429,000, and for August, 488,000,000. Sales for the first ten months of this year showed an increase over the corresponding period of last year of 5,147,336,000.

A. E. Britton Joins Commanday-Roth

A. E. Britton, formerly with Britton & Chadwick, Los Angeles advertising agency, has joined the staff of the Commanday-Roth Company, Inc., New York, direct advertising and printing. Mr. Britton, who was also formerly with the American Colortype Company of Chicago and New York, and G. I. Sellers & Sons, Elwood, Ind., will act as contact and service representative for Commanday-Roth.

Joins Kilgallon-Dorsey Company

Allan D. Parsons, formerly advertising manager of the Coe Laboratories, Inc., Chicago, dental supplies, has joined the staff of the Kilgallon-Dorsey Company, dental advertising, of that city. He will be in charge of advertising service.

Appoint Bowman-Hoge

The Drinkmor Coffee Company and the Reliable Toy Company, both of Toronto, have appointed the Bowman-Hoge agency of that city, to direct their advertising accounts.

\$473,184.57

has just over-filled by \$13,499

OMAHA'S Community Chest

The Omaha campaign for the 1931 Community Chest went over the top on November 20 with a total of \$473,184.57.

The chest was oversubscribed \$13,499.57.

This was the first time in seven years of Omaha Community Chest campaigns that the goal was reached in one week's drive. Previously, "clean-up" drives had been needed.

Here is striking proof of Omaha's and Nebraska's good fortune and good condition this year. While neighboring states show crop losses as high as 66%, Nebraska's \$301,330,520 crop values of 1930 practically equal last year's figures.

That the good conditions are well distributed is proved by the fact that 75,000 persons—compared with 40,000 in 1929—contributed to the Community Chest in this city of 52,153 families.

Of these 52,153 families, 51,934 have the World-Herald delivered to them at their homes daily by carrier. Therefore, this well-to-do citizenry can be reached by national advertisers most economically—by the use of this one newspaper alone!

OMAHA WORLD-HERALD

National Representatives: O'MARA & ORMSBEE, Inc.

New York

Chicago

Detroit

San Francisco

Los Angeles

ALL OF WHICH I SAW



“EVERY INCH
OF RAILROAD GRADED

... must add its production and traffic to the increasing streams that now center here.”

—*The Country Gentleman*, July 16, 1857

THE HISTORICAL NUMBER, MARCH 1931, WILL COMMEMORATE THE COUNTRY GENTLEMAN'S 100 YEARS OF SERVICE TO AMERICAN AGRICULTURE

IN 1857, the year in which Secretary of War Jefferson Davis imported camels for transportation purposes in Texas, *The Country Gentleman* commended the enterprise and sagacity of Stephen A. Douglas's new Illinois railroad and predicted that the Middle West would become “the entrepot . . . of incalculable riches.”

Twenty-six years before, *The Genesee Farmer*, progenitor of *The Country Gentleman*, sponsored the opinion of De Witt Clinton, U. S. Civil Engineer, that the Hudson and Ohio railroad will pass “through lands unrivalled in minerals, in water power, climate and soil, which must render it one of the most productive improvements of the age.” It printed a glittering account of the ceremonies attendant upon the opening of the Hudson and Mohawk railroad, concluding with the

1831 ^{The} Country

THE HISTORICAL NUMBER, MARCH 1931, CLOSES FOR COLOR,

PART OF WHICH I WAS



toast, "May we soon breakfast in Utica, dine in Rochester and sup with our friends on Lake Erie." Today with the airplane we breakfast in New York, lunch over Ohio and dine in Kansas City.

Continuous editorial notice was taken throughout the thirty years before the Civil War of improvements in canal transport, and mounting revenues, river steamboat schedules, highway building and even the change from a fortnightly to a weekly basis of sailings in the Quebec-Liverpool transatlantic service.

To *The Country Gentleman* transportation in 1857 meant the new forms of transportation. Their foresight was based on only 6000 miles of railroad and one national highway, but the shrewdness and sound basis of their prophecies are established today.

1931 sees also 100 years of American agricultural and industrial development. The Historical Number, March 1931, commemorates the dramatic growth of America. This story is so authoritatively covered in the editorial columns that the March issue of *The Country Gentleman* will take its place in libraries and will be consulted in the future by all thoughtful students of American history.

The alert manufacturer will enhance the historical value of this issue and his own good-will among the 1,700,000 families that will read it by emphasizing in its advertising pages the part his company has played in this remarkable epoch.

Here, certainly, is opportunity. *The Country Gentleman*, Independence Square, Philadelphia.

Gentleman

1931

DECEMBER 25, AND FOR BLACK AND WHITE, JANUARY 10

McLean County Has Not Had a Bank Failure Since 1923—

Has More State Banks Than
Any County in Illinois
(outside Cook County—Chicago)

In these days of economic uncertainty, the stability of the *30 State Banks serving this great agricultural county stands out in pleasing contrast.

Total resources of *\$21,646,000.00, backed by the judgment of men familiar with the peculiar problems of this community, have enabled these banks to carry on successfully—one failure in 1923 being the only discordant note in over 10 years.

*Does not include 4 National banks with total resources of \$6,218,000.00.

McLean County Has Been the Center
of Pantagraph Influence for Over Three
Generations.

The Daily Pantagraph

BLOOMINGTON, ILL.

CHAS. H. EDDY CO., National Representatives

NEW YORK

BOSTON

CHICAGO

Charging Dealers for Electric Signs

Some Factors That Must Be Considered in Determining Whether Dealers Will Pay and How Much

DE FOREST CROSBLEY LIMITED
TORONTO

Editor of PRINTERS' INK:

As a subscriber to your very good publication we would appreciate your advising us where we might obtain information in regard to merchandising outside display signs to dealers.

We have some 1,200 radio dealers in Canada, 300 odd of which are contacted by us direct through eleven wholesale representatives, the balance are contacted by distributors' salesmen.

We had in mind the idea of merchandising an outside sign to cost about \$150. and our thought was that we would undertake to spread the payment of this sign over a period of perhaps two or three years.

Anything that you can tell us in this connection will be much appreciated.

DE FOREST CROSBLEY LIMITED,
G. C. WARD,
In charge, Retail Sales Promotion.

BEFORE considering the various elements that must be examined when determining how and how much to charge dealers for expensive display signs meant for use outside the store, it is necessary to find out whether one's distributors will buy signs at any price.

It stands to reason that the maker of a low-priced, low-profit item does not stand much chance of inducing any considerable quantities of his dealers to buy even a \$25 outdoor sign. It is also true that the producer of even a high-priced product isn't going to sell many signs to dealers if his product is sold by about every dealer in the line.

It is the manufacturer of a line that is exclusively distributed, and, which is an outstanding contributor to the dealer's profits, who is going to succeed in getting his distributors to pay for at least a part of the cost of the signs he wants them to put outside their stores. Starting with this type of manufacturer, the chances of not only selling expensive signs to dealers but even getting them used outside the store, lessen with each progressive step down the line.

Having determined, then, what

his chances are of selling signs to his dealers, the manufacturer's next move is to decide how expensive a sign he would like to distribute and how much of the cost the dealer would be willing to pay. Here, again, those two factors—breadth of distribution and the importance of the item in the dealer's annual profits—are the determining influences. A related factor is the prestige of the manufacturer. For example, we know of at least two manufacturers—one of them is in the radio industry—who distribute through exclusive dealers and whose franchise is considered so valuable that they have been able to make the use of a large outdoor electric sign a part of the franchise contract and get the dealer to pay the entire cost.

These are matters concerning which the manufacturer ought to be the best judge. He must be sufficiently acquainted with his industry and his own niche in that industry to settle in his own mind whether distributors will pay for a sign and how much they will pay.

There is an interesting point that comes up in this connection. It centers around the cost of the sign. It stands to reason that a manufacturer who orders a sign in quantities of 500, 1,000 or 5,000 units is going to buy them at a cost that a single unit buyer could not hope to duplicate. As a matter of fact, the manufacturer may be able to get the signs at almost half the price a single unit buyer would have to pay.

The next question then arises: How much of this saving should be passed on to retailers? In other words, should the signs be sold to the retailers at the manufacturer's cost, or should he sell them at a price that approximates what it would cost the retailer to buy it himself directly from the sign company?

We have been informed by one sign company that a prominent manufacturer sells to retailers for \$200 a sign that costs him \$100.

The sign would actually cost \$200 in single unit lots. The manufacturer informs his distributors that the sign costs \$200 and that he—the manufacturer—will stand half the cost. One may argue about the ethics of such a procedure until the cows come home—we merely cite the fact that it is being done successfully.

Insofar as the details of some charging plans are concerned, the large majority boil down to a fifty-fifty basis. Where the manufacturer, operating on this plan, lists the price of the sign at the actual cost, he is able to point out to the retailer that the price the latter is being asked to pay is really much less than half the single unit cost.

A few manufacturers ask dealers to pay more than half the cost and some demand—and get—100 per cent of the cost. However, the fifty-fifty plan is far and away the most popular.

A factor that has not yet been mentioned in connection with arriving at the percentage of cost to charge the dealer is the relative prominence on the sign of the dealer's name and the manufacturer's name. Where the sign is "all manufacturer" the dealer is not disposed to pay any considerable part of the cost. As the dealer's name is given increasing prominence, so does his willingness to pay a larger share of the sign's cost increase.

Some manufacturers, instead of charging for the sign merely loan it to the dealer, with the understanding that the dealer will keep it in perfect repair and in continuous operation. Thus, if the line is taken away from the retailer, or if he does not use the sign in a manner that pleases the manufacturer, it is removed. In actual practice, however, comparatively few signs are removed.

Still another plan is to lease the sign to the dealer. This lease arrangement is nothing more than a deferred payment plan and usually in the course of two years the sign is paid for but remains the property of the manufacturer.

That brings us down to the second point about which De Forest Crosley Limited makes inquiry—over how long a period should pay-

ment for the sign be spread when it is sold on the instalment plan? We understand that most instalment plans call for complete payment in twelve months. A few companies spread payments over eighteen months and still fewer over two years. We have not heard of any companies that extend payments over a longer period than two years.

There is one very important point that some manufacturers seem inclined to overlook when considering this matter and that is the fact that with an electrical sign the dealer has operating and maintenance costs. One radio manufacturer allows a special 2 per cent discount on every set sold to cover these costs. The discount is given only to those dealers who use this manufacturer's sign. Ordinarily, however, the manufacturer does not pay for operating costs and—depending on the plan under which the dealer gets the sign—neither does the manufacturer pay for maintenance costs.—[Ed. PRINTERS' INK.]

Murray and Brooker Join Gibbons Agency

Gilbert M. Murray, for many years secretary of the Canadian Manufacturers' Association, has joined J. J. Gibbons, Ltd., Toronto advertising agency, as vice-president.

Bertram R. Brooker, formerly copy consultant with A. McKim, Ltd., Toronto advertising agency and, before that, editor and publisher of *Marketing*, of that city, has also joined the Gibbons agency. He becomes chief of the markets and research department. Mr. Brooker was, at one time, promotion manager of the *Toronto Globe*.

Frank Cooke Heads New Business

A marketing counsel organization has been formed at New York under the name of Sherlock, Inc., with Frank Cooke as president. Mr. Cooke was formerly with Percival White, Inc., and the Bureau of Business Research of New York University.

T. M. Murphy Starts Own Business

Thomas M. Murphy, formerly advertising manager of the American Bakeries Company, Atlanta, has started his own advertising and marketing counsel service at that city. His offices are at 223 Peachtree Street.

WE AGREE with the A. N. A.

"WHEREAS, We as buyers of advertising must perforce be consistently on the alert to reduce our advertising expense by all possible means and hence are determined in the future to examine more closely into the quality and actual purchasing power expressed therein rather than to seek for Quantity circulation."

THE above is from a resolution passed by the Association of National Advertisers at their recent annual meeting requesting publishers to forego all rate increases under present conditions and whenever possible to reduce rates.

We are in hearty accord with this. Quality of circulation and actual purchasing power of readers together with lowest possible rates to advertisers can scarcely receive too much consideration, specially at the present time.

Repeated investigations have established beyond question the uniformly higher purchasing power of those who are giving preferred consideration to these four influential publications.

Their advertising rates remain unusually low.

To insure further economy to advertisers, both black and white and color pages are available in the four magazines as a group unit at special combination rates.

PREFERRED QUALITY MAGAZINES

ATLANTIC MONTHLY
CURRENT HISTORY

HARPERS MAGAZINE
SCRIBNER'S MAGAZINE

597 Fifth Avenue, New York

30 North Michigan Ave., Chicago
8 Arlington Street, Boston

617 W. 7th Street, Los Angeles
Russ Building, San Francisco

Dialog Needs Action

Nothing Is More Deadly Than Just Talk

By F. S. Schenck

"And that's that," Jerry finished angrily, springing up from his chair to carry the cigarette stub over to the fireplace. "You might, at least,"—he spun around to note the effect of his words—"wear mourning to set off your blonde complexion and violet eyes."

Margaret turned a page in her book. "Black reminds me so of your raven self, darling. Won't my letting you stay around be enough for the first year?"

THE above is a paraphrase of the start of a short story. It seems an excellent text from which a lesson on writing advertisements in dialog can be drawn.

The walk across the room, the sudden turn of the man and the girl's turning of the page in her book have nothing to do with the story. So far as the plot is concerned, these two people might have had their say without making a motion.

How much quicker the reader would have arrived at the heart of the plot not having to wade through those excess words. *Would he?*

The short story writer does not think so. This short story was not a case of adding words and padding the pay check; in fact, it was a case of fitting the whole story into a trifle over 800 words or not getting any pay.

These seemingly trivial actions of the characters while they talk were put there to hold reading attention to the spoken words—reading attention of manuscript reader and of magazine reader alike.

Nothing is more deadly than talk, just talk without any action to watch. It cannot be done on the stage. True, unnatural and excessive striding about and thumping of tables is irritating. But it is immeasurably better than the rigid posture of declamation. It is here that almost all advertisements in dialog fail—fail through the elimination of all action from the talk.

The copy writer prepares most carefully his dialog of the salesman and the housewife, or of the

factory boss and the consulting engineer. He selects words truly characteristic of the people he uses. The thoughts they express are also true to character. And there he stops. So do his characters. They just talk. *They never walk while they talk.*

The copy writer reads over his advertisement. He knows in his heart that it fails. But where? Somehow there is not any life to it, no get-up-and-go. It must be, he thinks, that the situation is false or the words wrongly selected or the subject uninteresting.

But if he analyzes carefully, he will find nine times out of ten that the trouble is that all physical movement has been eliminated. The illustration at the top of his advertisement gives one attitude of the character—an attitude which does not change during the entire conversation. No wonder the dialog seems stilted; the people have not moved during the whole five minutes of their talk—a most improbable situation. All the care in making the words probable goes for naught if this greatest of all improbabilities shows through the text.

Some writers, especially that master-craftsman, Hemingway, never seem to move their characters across the stage. The actions are so natural that they escape notice as such. But the effect is there just the same. The reader is unaware that he has been intently watching every movement. At the end of the story he rubs his tired eyes as though he had been to the movies. Yet there have been none of those phrases like, "saying which he strode across the room."

Where is this trick? The action is sometimes so hidden that it is almost impossible to detect it as merely stage mechanics, which it really is. Look intently at the dialog:

"Oh, stop fussing with that window. Tell me, did he ever recognize . . ."

Other fish to fry



THE number of trips and cruises that FORUM readers take presupposes a need of luggage . . . as does the amount of hastening they do from airports to stations, to airports again, on various business accounts. They must have enough luggage. It must be strong. It will be smart. Advertisers who sell them hats and hotels, overcoats and ocean voyages, have not begun to supply their needs. There is all that luggage-fish to fry.

And when you remember the FORUM pages given over each month to steamships, maps, tourist bureaus, cruising lines — you see the chance to talk to an important list of business men and women, travelers, vacationists — about newer, more interesting trunks and bags.

FORUM

and Century

Edited by HENRY GODDARD LEACH

441 Lexington Avenue

New York City

Any vendor who has something worth while and who brings his wares to the attention of the people of old

York County Pennsylvania

properly, can be assured of a steady demand for his goods year in and year out, influenced very little by the ups and downs of trade in general.

York County, Pennsylvania, you know, which includes the City of York, is a permanently rich and prosperous economic unit, with great diversity in all its industry.

It is covered as a whole completely and intensively by

THE YORK, PA. GAZETTE AND DAILY

in which its readers have extraordinary confidence.

We urge you to investigate.

HOWLAND & HOWLAND

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 N. Michigan Ave.

"Damn it, there goes that wedge again."

"Yes, reach after it and get your bandage soaking wet with the rain. Come here and let me put a new one on your hand."

"He certainly did recognize me. Ouch, not so tight, please."

Here is a whole reel of motion pictures to hold the attention of readers to two people talking to each other. And the fine point is that this action of the two, once started, keeps up of itself without further description while the two talk for several hundred words. Just before the reader might forget that the hand is being bandaged, the woman says: "Now you might open the window. I think it has stopped raining. But be careful."

But can an advertisement devote space to these mechanics of dramatic interest? Yes, it must find a way or give up the dialog form—a form which, if correctly used, is one of the most effective.

Cut down a trifle on the illustration. All that is needed apparently is space for an additional ten or twenty words describing the action.

Five years ago, a mail-order book advertisement was published and re-published in magazines with an astounding number of coupon returns. It offered the Daily Reading Guide of the Pocket University for 25 cents with the coupon. The first paragraph started: "Rushing into an editor's sanctum, a young business man said:"

After thirty-five words of the young man's speech, the second paragraph began with: "Stop!" exclaimed the editor, lifting his hand. "Have you ever tried . . ."

What a simple action and how briefly depicted. Yet without doubt—and various tests apparently were made—this mere movement of entrance and interruption started a reading interest which held through the more than 300 words that followed.

In the advertising of a poor man's fraternal order which won more than 40,000 initiates in New York City in one year, experiments along this line were conducted. Conversations between members and prospective members were published both with and without action interspersed with the dialog.

Both the attention of the newspaper readers and the humorous jibes of the column-writers seemed to concentrate on those advertisements where the speakers accompanied their words with gestures and other acts. The motionless dialogs escaped attention almost completely, although they contained a more complete "sales talk" because of the added space.

To return to the paraphrase with which this article started: Not only did the writer of this dialog give action for readers to watch while his characters talked, but he also gave both the setting for the scene—a room with chairs and a fireplace—and a brief picture of the two characters. The man is apparently dark complexioned, black haired and of a nervous type, while the woman is a blonde with violet eyes and a supercilious air. All of this is stated here in more words than it took the author.

In other words, this author has made flesh and blood characters of definite coloring instead of mere quotation marks. The reader now knows what these people look like. Yet the author has not apparently made any effort to convey all this; the characters themselves have done it all.

That, again, is the skill of these modern writers; they condense and mingle all the essentials of scenery, action and dialog which authors formerly separated into paragraphs, if not chapters. They build scenery from the effects it has on the characters, describe the characters by the effects they have on each other. That makes the characters doubly interesting to the readers. It keeps the author out of the story, which in itself is a distinct help.

The dialog seems to be a popular form for short stories. In the form in which it is used in short stories it conveys a big plot swiftly and excitedly. Certainly it should be able, if constructed along the same lines, to do as much for a product and its use.

Traub Ring Account to Ayer

The Traub Manufacturing Company, Detroit, wedding and engagement rings, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

How to Get Legal Protection for Ideas

A Method for Protecting Ideas Which Are Not Patentable That Should Stimulate Creative Thought and Advance Business

By Marvin Bower

IT has been held in a number of cases that ideas are not property and that, in the absence of contract, legal ownership cannot be had in them nor protection given to them. One of the leading cases in this line of authority is that of *Haskins v. Ryan*. Haskins had conceived the idea of uniting the companies which now make up the National Lead Company. After opening negotiations with the companies to be included in the combination, he presented the plan to Thomas F. Ryan and asked Ryan's assistance as a capitalist to carry out the idea.

Ryan proceeded to carry out the plan without the assistance of Haskins and made an enormous profit, which he refused to share with Haskins. Haskins brought suit, but recovery was denied. The court held that no contract had been made between them and that recovery could be had on no other basis, because it had never been held that "mere ideas are capable of legal ownership and protection."

The law protects the possession of physical property, no matter how small the value, but denies protection to the idea, no matter how great the value. We are not primarily concerned with the right or wrong of the holdings of the courts; our interest is to learn how the creator of a business idea, out of which someone will make money, can make a portion of that money himself.

The court in the *Ryan* case, while holding that an idea created by a person is not property and, if divulged, may be used by anyone without compensation, also stated that the seller could protect himself by contract. In another case the court said: "The origi-

nator or owner of an idea, trade secret, plan or system which cannot be sold, financed or used without disclosure of its value must protect himself from disclosure of the secret by some contract."

Protecting the sale of an idea by simple contract of sale is not so easy as the courts indicate by their language. In at least one case where a contract actually was entered into between the seller of the idea and the purchaser, the courts denied recovery to the seller.

In *Masline v. The New York, New Haven and Hartford Railroad* the plaintiff, a baggageman, and the railroad orally agreed that he was to furnish information of value and that the railroad was to pay him 5 per cent of the resulting profits. His suggestion was that the railroad sell advertising space on the company's fences and other property, an entirely new idea to the railroad. The company followed his suggestion and made large profits, but refused to share them. The baggageman sued, but was denied recovery, on the ground that since the idea was not new and therefore not his, there was no consideration for a contract. The court said: "To furnish a consideration for a contract of this kind, the plaintiff must upon his proposal offer a new idea to be protected by the contract, or, if the idea is common, he must present a specific method of his own for the use and application by the defendant of the common idea." The successful method of protection must not call for much interpretation by the court.

The suggested method for protecting the sale of an idea in a market where legal protection is needed undoubtedly will not cover all situations. It is believed, however, that the steps pointed out are

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NEW

Complete Publication Data For Quick and Easy Reference

Individual filing jacket, containing five four-page printed data sheets, as follows:

Data Sheet No. 1	General
" " No. 2	Editorial
" " No. 3	Circulation
" " No. 4	Advertising
" " No. 5	Mechanical

This information is additional to that contained in ABC statement.
Complete folder, or separate data sheets, on request.

STEEL

For forty-eight years—IRON TRADE REVIEW
Published Every Thursday

CLEVELAND . NEW YORK . PITTSBURGH . CHICAGO . SAN FRANCISCO . LONDON

Other Pastor Publications:

Daily Metal Trade • The Foundry • Machine Design • Abrasive Industry • Automotive Abstracts • Marine Review • Power Boating



EVERY Needs

WHY has it been said: "The most important single factor in the building market is the builder?"

Because builders control the selection and purchase of products for the bulk of the country's construction.

In contract building, when owners are dealing directly with contractors, they rely upon these experienced builders to select building products. Architects also depend on the judgment of builders by leaving a wide latitude of choice in writing specifications. And when builders are erecting structures on their own initiative, they completely control selection and purchase.

That is why every single, active builder is a "key" man in the sale of building products.

It is wise, therefore, to make sure that builders give careful consideration to the merits of any building product you have to sell—not only for single jobs but for all jobs throughout the year.

This can be done most effectively, and economically,

AMERICAN BUILDER

WASHINGTON

105 W. Adams St., Chicago

A SIMMONS-BOARDMAN PUBLICATION

R Y
eds

Building Product Builder Acceptance

through one single dominant publication—AMERICAN BUILDER AND BUILDING AGE.

This publication is the recognized authority of the nation's builders; its great circulation and widespread prestige result from the merging of two leading building publications into a powerful master medium that reaches active builders in cities and towns throughout the country. It is read, and regularly consulted, by builders whose annual volumes of residential and non-residential construction amount to hundreds of thousands, and often, millions of dollars.

Builder acceptance is essential in the sale of any building product; win it . . . and hold it . . . through AMERICAN BUILDER AND BUILDING AGE.

100,000
CIRCULATION
A.B.C. A.B.P.



AND BUILDING AGE

30 Church St., New York

SAN FRANCISCO

MEMBER NATIONAL SHELTER GROUP

flexible enough so that they may be adapted to meet the requirements of most sales of this type. This method should be considered as a tool requiring skilful use and different handling in every situation.

The signing of the sales contract is but a small part of making the sale; strategy forms a much larger part of the transaction. No matter how well the seller can protect himself in selling his idea, if he fails to merchandise it skilfully, he will never even reach the point of needing legal protection for it. Because of the relation between the two things, the merchandising aspects of selling the idea must be taken up before the question of obtaining legal protection.

The creator of the salable idea should work it out thoroughly before he negotiates at all with the purchaser; such a statement hardly seems necessary, yet frequently a man tries to sell an imperfect idea. Furthermore, in preparing the manuscript, he should attach importance to fundamentals rather than to details; he should formulate the idea so that if the prospective purchaser uses it, but with slight changes, the purchaser cannot claim that he is using not the seller's idea but another one. He should label details as such and should point out that certain things could be done in other ways without varying the fundamental plan.

The seller should make a careful estimate of the profits which the purchaser is likely to derive from the idea, because it is only on this basis that the price can be set. If the idea is one for a new product, an estimate of sales, manufacturing costs, selling expenses, selling price and profits must be made. The seller may have to obtain help from persons whom he can trust with the idea or he may make the estimates himself by collecting data on similar articles. Other ideas on ways of doing business, on methods of selling products, and the like, involve more difficulty in determining the extra profits which will accrue to the purchaser from the idea. But these difficulties must be faced and some conclusion reached.

The seller is then ready to attempt to make the sale. His sales argument should outline the plan, giving as many details to suggest the nature of the idea as can be given without divulging its essentials. This window-dressing calls for skill.

It is believed that the form of agreement given on the following pages protects both parties to the transaction and is sufficiently practical so that the purchaser will not refuse to sign it. It is not designed to cover all situations and in its present form will be most useful for selling an idea of great merit to a company with a large working capital. If the purchaser will agree to sign such a contract, it can be varied to suit the idea by the attorneys for the parties.

AGREEMENT made at
..... on the day of
....., 19.., between
....., hereinafter referred to
as the Seller, and
....., hereinafter referred to
as the Purchaser, in consideration
of the mutual covenants herein
contained, WITNESSETH:

1. The Seller represents that he has conceived of and discovered a business idea, which, as applied to the Purchaser's business, is new and original. The said business idea is hereinafter referred to as the Idea.

2. The Seller further represents that said Idea will be useful to the Purchaser in his business and that its use by the Purchaser will result in an increase of the Purchaser's net profits (gross profits, gross sales, or net sales) of approximately and substantially
..... dollars (\$...) during the period from, 19.., to, 19..

3. The Seller desires to sell the said Idea to the Purchaser and the Purchaser desires to purchase the same.

4. Upon the execution of this Agreement and the compliance of the Purchaser with the paragraph in this Agreement numbered five (5), the Seller agrees to deliver to the Purchaser a complete manuscript description of his said Idea, accompanied by all memoranda,

data, and information now in his possession relative to the said Idea. The Seller agrees that he will never directly or indirectly at any time impart or disclose information of said Idea, to any person except those persons designated by the Purchaser and except as set out in the paragraph of this Agreement numbered eleven (11).

5. Upon the execution of this agreement, the Purchaser agrees to place in escrow with The Trust Company of the sum of dollars (\$...), upon the following conditions:

a) Said sum shall be accepted as a special deposit by the said trust company and shall receive interest at four per cent (4%) per annum, compounded semi-annually.

b) Said trust company is to deliver said sum or any portion thereof, plus accrued interest, less its fee, to either the Purchaser or the Seller, their heirs, administrators, or assigns, as directed in writing by the Umpire and Arbitrator (or his alternate) appointed in this Agreement.

6. The Seller and the Purchaser hereby appoint as Arbitrator and Umpire, hereinafter referred to as the Arbitrator; and as his alternate to serve in the event that the Arbitrator becomes incapacitated or at any time resigns.

7. The Seller and Purchaser agree that in giving the written directions to The Trust Company relative to the disposal of the sum held in escrow by it, the Arbitrator shall be governed by the following conditions:

a) The Arbitrator shall direct the said trust company to pay the entire sum held in escrow to the Purchaser at once in the event that the Purchaser can prove to the satisfaction of the Arbitrator: (1) that the Idea as applied to the business of the Purchaser is not new and original; and/or (2) that the Idea is useless to the Purchaser and can not and will not, for that reason, be used by the Purchaser.

b) The Arbitrator shall direct the said trust company to pay the entire sum held in escrow to the Seller if in the Arbitrator's sole judgment and discretion the Purchaser (1) unreasonably refuses or delays to put the Idea into execution, and/or (2) operates his business or keeps his accounts with an intent to cover up profits derived from the Idea, and/or (3) in any other way shows bad faith toward the Seller. This direction may be given by the Arbitrator at any time while the money is held in escrow by said trust company.

c) Upon the expiration of the period set out in the paragraph numbered two (2), the Arbitrator shall order said trust company to pay the entire sum held in escrow to the Seller, if, in the sole judgment and discretion of the Arbitrator, the representations of the Seller set forth in the paragraph numbered two (2) are substantially true. The Arbitrator's interpretation of the words "approximately and substantially," found in said paragraph, shall not be open to question by either the Seller or the Purchaser.

d) If, at the end of the period set out in the paragraph numbered two (2), the representations of the Seller in said paragraph have not in the opinion of the Arbitrator proved to be substantially true, the Arbitrator may, nevertheless, order the said trust company to pay over to the Seller such portion of the money held in trust as will, in the best judgment of the Arbitrator, represent a fair price for the Idea, based upon the value received by the Purchaser.

e) At the end of the period set out in the paragraph numbered two (2), the Arbitrator shall order the said trust company to pay the entire sum to the Purchaser if the Purchaser has in good faith

EXCERPTA

from advertisements that have appeared
in *The New Yorker* during the month of
NOVEMBER 1930

SEA GREEN

INCORRUPTIBLE A fox of exceptional cunning one day declared to his manager...a Mr. Æsop...that he wouldn't endorse any more advertised products with which he couldn't really identify himself.

Stehli Silks, Nov. 15, Page 67.

THIEF! Looie, you see, is a burglar. He makes his living by robbing houses.

*Holmes Electric Protective Co.
Nov. 1, Page 51.*

BELONGS A really first rate Business Depression is almost certain to be invited everywhere that matters during the season.

L. P. Hollander Co., Nov. 22, Page 9.

SPILT MILK A year from now many a Fabian business man will look backward and regretfully wonder how he missed it.

Saturday Eve. Post, Nov. 29, Page 41.

S. O. S.! The show was progressing famously. The handsome tenor had just reached a high, soft and tremulous note...when suddenly came a frantic and audible feminine whisper: "George! ...George...!"

Talon Fasteners, Nov. 8, Page 70.

WEALTH AND DISCRIMINATION "Believe it or not...these men together earn over a quarter of a million dollars yearly...on their sense of taste alone!"

Old Gold, Nov. 22, Page 95.

DUPLICITY Have you seen the twin bed clocks? They're two-faced.

B. Altman & Co., Nov. 29, Page 1.

HIGHER PLANES One does not choose a Pent House so much with the idea of looking down on the world as to see that world in truer perspective.

H. S. Hillyer & Co., Nov. 1, Page 72.

VENGEANCE! Do you love your relatives? John Craig and I have written a play about relatives. We call the play *The Barnacles*.
Hardcastle Pennock, Nov. 15, Page 56.

EXTRA DIVIDEND Sow geraniums and reap orchids.

Produits Nina, Nov. 22, Page 100.

HISTORY The romance-stirring instrument with which virtually every great musician from Wagner to Rachmaninoff has solaced his spirit or built his career.

Steinway, Nov. 15, Page 49.

FOREIGN ENTANGLEMENTS Every day at the Algonquin looks like an overflow from the League of Nations.

Hotel Algonquin, Nov. 29, Page 54.

SAILING ORDERS The export sales council was suddenly called away on a five-month trip to Europe. He was newly appointed to the position. He had scant time to arrange his affairs.

National City Co., Nov. 8, Page 107.

TRAP! Indispensable to girls who want men to *want* to kiss them.

Lipstick Ybry, Nov. 1, Page 63.

OK-ERS Lady Violet Astor, Mrs. Cornelius Vanderbilt, Jr., Mrs. Anthony J. Drexel Jr., Lady Buchanan-Jardine, Mrs. Biddle Stewart, Mrs. Alister McCormick, Mrs. Howard Spreckels, Mrs. John Davis Lodge, Mrs. Adrian Iselin II, The Countess Howe.

Pond's Tissues, Nov. 15, Page 37.

It is not so many years ago that all advertisers seemed to be inordinately susceptible to the exuberance of their own verbosity, and insisted on copy of rather owlsh solemnity. Now the copywriter whispers "To Hell with the Client," and produces sprats to catch mackerel, instead of halos to enhance the Client's ego.

THE NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

put the Idea into execution and it has proved to be of only nominal value to him in the opinion of the Arbitrator.

- f) The Arbitrator shall take some action as to the disposition of the sum held in escrow within a reasonable time after the expiration of the period set forth in the paragraph numbered two (2).

- g) In coming to his conclusions the Arbitrator may consult with other persons when such consultations will not injure the Purchaser through disclosure of the Idea. Fees for such persons consulted will be borne by the Seller and Purchaser in equal amounts.

8. The Seller and Purchaser agree to be bound by the judgment of the Arbitrator and to seek no revision of that judgment.

9. The Purchaser agrees that the Arbitrator may have access to his books at reasonable times for the purpose of carrying out his duties.

10. The Seller and Purchaser agree that they will each pay half of the Arbitrator's fee.

11. The Purchaser agrees that, if the money put in escrow is returned to him, the Seller is then free to sell his Idea to whomsoever he sees fit.

IN WITNESS WHEREOF the parties to these presents have hereunto set their hands and seals, the day and year first above written.

..... (Seal)
..... (Seal)

We accept the deposit in escrow as set out in the foregoing and agree to be governed thereby.

..... Trust Company
..... Escrow Agent

We accept the appointments as Arbitrator and Alternate, respectively, as set out in the foregoing and agree to be governed thereby.
.....
.....

The suggested method of protection is based upon escrow and arbitration. The two parties make an agreement providing for the following procedure. The seller states that he has an idea which as applied to the purchaser's business

is original and which can be used to increase the purchaser's profits or sales by a certain amount within a certain period of time. The seller delivers to the purchaser a manuscript containing a complete description of the idea only after the purchaser has placed the agreed price in escrow. The disposition of the money depends entirely upon written order from an arbitrator selected by both parties and named in the agreement; the bank will pay it in whole or in part to either party, as the arbitrator directs. But the directions which the arbitrator shall give are controlled in general by the agreement.

If the purchaser can convince the arbitrator that the idea he has purchased is not original as applied to his business, or that the idea will be of no use to him, then the arbitrator may at once order the trust company to return the money to the purchaser. If at any time the arbitrator finds that the purchaser is showing bad faith by not using the idea or not trying to make it produce the profits which the seller claimed it would produce, then he may order the trust company to pay the seller.

If the idea is accepted by the purchaser and put into effect within a reasonable time, at the end of the period agreed upon the arbitrator determines what the results of the idea have been. If they are substantially as the seller claimed, he gets the money without question. If they are much less but still a sizable amount, the arbitrator may order part of the money paid to the seller and the rest returned to the purchaser.

In all these decisions on the part of the arbitrator, his judgment is not open to question, and the parties are bound by it. The parties each pay one-half of the fee of the arbitrator. If the money is returned to the purchaser, the seller is free to use the idea as he wishes.

Until the law, either by judicial or by legislative action, is so changed as to offer protection to ideas, some makeshift legal device must be employed, and, being a makeshift, it will almost invariably give rise to difficulties in its use.

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Composing Twin Pictures Cleverly

Where Two Separate Illustrations Are to Be Arranged in a Single Layout, Numerous Problems Are Involved

By W. Livingston Larned

MANY things are to be considered when one illustration is featured in an advertisement, but the two-picture composition is far more difficult to prepare. That such a large proportion of the campaigns using this idea are well balanced and pleasing to the eye is a tribute to modern layout artists.

There is always a conflict for attention. If it is desirable to emphasize one subject over the other, certain rules of composition must be observed. And to escape a conglomerate physical aspect is by no means easy.

What, if any, are the rules governing layouts of this character?

Novelty of arrangement seems to guide a majority of advertisers. It would appear certain that the preferable plan is to give both illustrations the same form, where possible. That is, if one picture is in circular shape, then its mate should take the identical shape. And to do this with a touch of cleverness is the problem.

In Griswold cooking utensil half pages, there is that extra measure of thought put into such forms. An iron skillet is reproduced photographically, head-on, and directly beneath appears a second mortise, similar in outline—a circle. This second picture shows the skillet in action and in perspective, tilted with food. But the fact that there are two twin shapes at the top of the layout, one slightly overlapping the other, tends to bring about a far more pleasing composition than would be two unrelated forms.

And a serial plan of layout fol-

lows through all of the Griswold advertisements, circles predominating. In some cases, one circle is larger than the other, although this is overcome in the composition by perfect balance and the expert dis-



SATISFACTION

Iron Griswold's skillet, among others, cost thousands of dollars to make and are made of the finest materials. And Iron Griswold's skillet, dependable, cost less than the other, although this is overcome in the composition by perfect balance and the expert dis-

GRISWOLD

Griswold Is Using the Twin Picture Idea in All of Its Current Advertisements

tribution of surrounding white space.

There are approximately a dozen arrangements whereby two pictures may be pleasingly placed in one layout, and each has its goodly number of variants. And the majority of them are based on the assumption that the forms should be identical.

To list a few of the outstanding ways, the following campaign methods may be set forth:

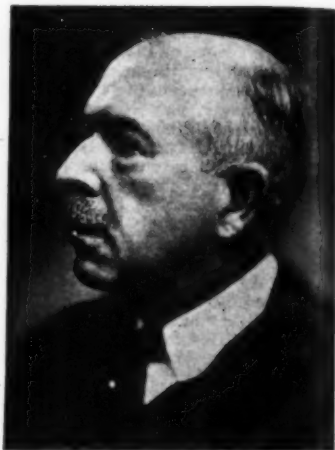
1. Side by side panels, in top position, with separating white

WILLIAM H. JOHNS

President

**Batten, Barton,
Durstine & Osborn, Inc.**

"In our work we make constant use of the A. B. C. and consider it one of the important factors in determining the value of a publication. The A. B. C. is as important to the buyer of space as is the scale to the buyer of merchandise. We see in it constant improvement from year to year, and naturally, it is more and more useful to us."

Business holds such men as these responsible for the success of advertising plans . . .

Executives of advertising agencies . . . they must know, be certain always, of the value of the space that advertising dollars buy.

About circulations and circulation methods of publications they require the uncolored, unbiased facts. And for this exact and detailed information they go to a single source—the Audit Bureau of Circulations.

In the judgment of agency men, the A. B. C. constitutes an indispensable safeguard to the success of advertising campaigns.

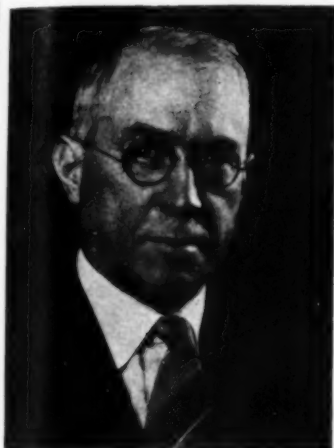
The Audit Bureau of Circulations has but one purpose—to provide a yardstick for measuring the value of advertising space.

How, in practice, does the A. B. C. function?



An Advertisement by the
Executive Offices

F. M. LAWRENCE



Secretary

**Batten, Barton,
Durstine & Osborn, Inc.**

"The use and value of information obtained from the A. B. C. statistics are so obvious to any one buying space, I do not see how a space buyer could do full justice to his position without A. B. C. information. We make use of the A. B. C. daily in our estimating work. It is our authority on circulation and in no way else can we obtain as definite and authentic information on this important part of an advertising campaign."

F. M. Lawrence

Twice a year almost every important publication in America submits to the Bureau a sworn statement of circulation. This statement answers every question that in the group judgment of advertisers, has a bearing on circulation value.

Trained auditors from the Bureau, once in each twelve-month period, audit the circulation records at the publication offices—verify or correct every item in the publishers' statements.

The resulting Audit Reports provide the recognized and accepted measuring units for the value of circulations.

As a recognition of an indispensable service, not only agencies and publishers, but a distinguished group of advertisers, hold membership today in the Audit Bureau of Circulations.

AUDIT BUREAU OF CIRCULATIONS

• • • Chicago

space. The shapes are optional, although they should not be too "fancy" or complicated.

2. Running a column of text down the center of the space, and placing companion illustrations on each side, in exact formations. They may be panels or half circles, or even vignettes. It is unnecessary, in this case, that they be opposite each other.

3. Elongated shapes top and bottom, or to left and right, and composed in such a manner as to make a perfect balance. If not planned with great care, however, such compositions are apt to be too set, too formal. They lack layout individuality.

4. Combining the two pictures in a single illustration, although clearly defining each, through the selection of technique. A case in point: American window glass magazine advertisements introduce, side by side, against a gray background in a square form, the old style sash and the new. The latter mechanical drawing is surrounded by rays of light and the scenic studies around and behind it are equally luminous. The other sash is in shadow as is its own group of accessories. This play of light against shadows splits the composition into two parts, although the illustration becomes a single, square composition.

5. So placing the illustrations that they form, in combination, an all-over background pattern for the space, either side by side or top-and-bottom line up, the white mortise being cut out in the center of the layout. This is a deservedly popular idea.

6. Running one illustration in halftone, and the other, preferably a vignette, in sketchy line, playing one against the other by virtue of contrasting techniques. The secondary pen drawing can be a little smaller in size.

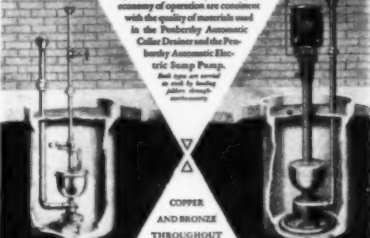
7. Composing the two illustra-

tions to form a single shape, but dividing them with a white path for headline, both halftone sections the same in size and contour. At first glance, they would appear to be a single picture.

8. Reaching out, quite frankly, for a futuristic composition, in which two pictures are employed

the Pumps that Cannot Rust

Rust, the eternal enemy of iron and steel, is ever alert for the attack whenever these metals are exposed to water, and protective coatings are at best only a partial defense. A positive protection against the danger of rust has been achieved in the Penberthy Automatic Electric Sump Pump and the Penberthy Automatic Cellar Drain, by the complete elimination of iron and steel. These pumps are built of copper and bronze throughout — they cannot rust. Dependability and economy of operation are consistent with the quality of materials used in the Penberthy Automatic Electric Sump Pump and the Penberthy Automatic Cellar Drain. Both types are noted as not being subject to electric shock.



COPPER AND BRONZE THROUGHOUT

PENBERTHY INJECTOR COMPANY
ESTABLISHED IN 1886
DETROIT
QUINCY PLANT
WINSTON-SALEM

An Unusual and Attractive Twin Picture Arrangement as Used in a Business-Paper Advertisement

to complete the eccentric pattern. In such layouts, there is no effort to compose the two pictures with any attention to sameness of contour.

9. Companion illustrations embraced by replicas of some unique frame or mortise. Two halftones are inserted in pen outlines of windows, as if the scenes were taken through them. In an advertisement concerning ice cubes, camera pictures were shaped to suggest the cubes, with retouching to heighten the effect. They were shown tumbling from the refrigerator tray, in action.

10. The "opposite corners" com-

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position, where one illustration, in a definite shape, is placed in the upper left-hand corner, while its companion scene occupies the lower right. They are perfectly balanced, and are made so, intentionally.

11. Giving freak forms to the separate illustrations although tying them together, by means of a clever, unifying composite. Entire segments may be cut out of the pictures without doing any appreciable harm.

12. "Twin" illustrations balanced by exactly similar contours of type, placed alongside, actually splitting a composition into four equal parts. Now that typography has advanced to such an amazing extent, many compositions of this character are quite distinctive, especially when serialized.

It seems to be true that halftone illustrations from photographs are the choice where two companion pictures are necessary. Their uniformity of color value may have much to do with this.

For this has much to do with composing two illustrations in one pleasing layout. They must balance, nine times in ten. When original drawings are made, more especially those in pen and ink, this balance is likely to be disturbed. One drawing will contain more color than the other, and the visualizer fails to bring them together satisfactorily.

In other words, it appears essential, in these combination advertisements, that the twin pictures have at least a certain amount of tone balance. If one is supposed, in telling the advertiser's story, to be more important than the other, that is something else again.

One of the most pleasing, the most satisfactory of twin-picture campaigns, has been the Philco series, with its side-by-side reproductions, camera-made, of the same musical artist, handled in two ways—the one distorted and

unreal, the other natural. Here is a series in which an idea carries through an entire campaign, quite clever enough to be used almost indefinitely. The one illustration visualizes imperfect reception, while the other pictures it in a true state.

This is what is known as a

THEY FOLLOW THEIR CREAM CLEANSING WITH



LOVELY translucent skin. Fragile. Mouth-taking. The satin texture of rose petals. How do the world's famous beauties guard the skin treasure of theirs?

To their daily ritual of shampooing and styling, women they have added two revolutionary aids.

First, highly absorbent Chamoisee Tissues specially designed to carry away every trace of dirt along with the cleansing cream. Chopped paper distal pad content, inside, straight-to-the-blackheads—easy, simple.

Second, the tanning skin freshener which, broadly put into the cleaved skin, quickly brings the color to the cheeks and tones the entire skin of face and neck. This

HD'S CLEANSING

Life and new beauty to the skin.

Makes them with the same
spices as you like that have a

these results acceptable to the world of two continents.

Careful scientific tests improved Porel's Cleansing Toner.

actually 27%, were classified as ordinary tumors. And for five of those, there was no evidence of

again. Every hour has the same
aromatic old hewn feel. They are

Parvian youth, color and white.
Pain's Skin Freedom is care!

formulated not to overaccumulate
skin — not to dry it. Yet here

velvety reframing. What a debaucher look it gives. What textured smoothness. Follow

create clustering with these two

TISSUES • POW

gorgeously prepared beauty aids. For the fresh transgression: and their color they bring you? Your skin requires a flower-petal enchantment—a youthful freshness.

Enter Once, No More ☐ Send FREE sample of Pond's Charming Cream ☐ For top inclusion, send sample of Pond's Charming Cream, No Frostbite, Gift Cream and Tanning Cream.

1140 Madison Avenue, New York City

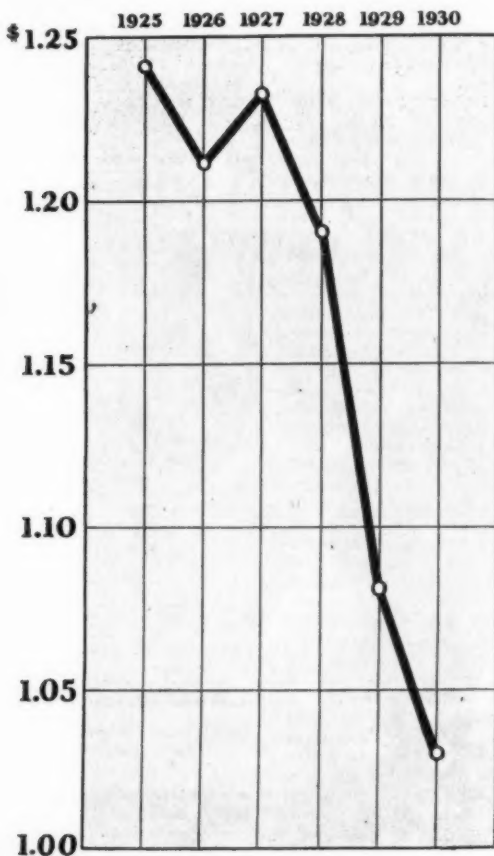
SKIN FRESHER

POND'S CLEANSING TISSUES • POND'S SKIN FRESHENER

*Twin Pictures Should Be Artistically Balanced
as Has Been Done in This Display*

"natural" in advertising illustration, with companion pictures so closely affiliated that one would be worthless without the other. The visualizer is quite content to place photographs side by side, in close juxtaposition, because the reader is asked to compare them with alert eyes.

There have been some notable examples of this dual personality form of illustration and they are almost invariably interesting. In one series, the same "Mr. Average Man" was pictured in two moods, throughout an entire campaign. It was for a safety razor, and the left-hand camera study showed him thoroughly disgusted with the



The graph shows the decrease in The Kansas City Star's milline advertising rate from 1925 to 1930. The rate for each year is based on the 6 months' average net paid circulation ending September 30.

THE KANSAS

EVENING 294,515

MORNING 2,

Still LOWER Goes the Cost of Star Advertising

17% Reduction in 5 Years

The Kansas City Star's advertising rate is the lowest in America. Year after year The Kansas City Star has surpassed its own record in rate economy.

The graph shows the decline in The Kansas City Star's milline advertising rate from 1925 to 1930. The drop is from \$1.24 to \$1.03, a reduction of 21 cents or 17% in 5 years.

As compared with 1920, when The Star's milline rate was \$1.36, the present milline rate represents a reduction of 33 cents per milline or 24% in 10 years.

KANSAS CITY STAR.

MORNING 2,806

SUNDAY 311,045

ASHLAND

Oregon's Natural Soda-Fountain



Natural soda water, cold and sweet, is not the only wealth that bubbles from the ground near Ashland as the \$2,000,000 farm and fruit crop every year will indicate. But the scores of natural mineral water springs are one of the reasons why so many tourists stay over at southern Oregon's gateway.

A third of a million dollars worth of fruit has just been harvested within six miles of Ashland. Pear and cherry production is ahead of last year. Field crops and livestock add their bit. It is only natural then that Ashland's banks bulge with money; and over half the total deposits are savings. Bank clearings of \$4,000,000 testify that money circulates in Ashland; retail sales in excess of \$3,000,000 prove it again.

The evening Tidings, published for 54 years, is the only daily in Ashland. A national advertising increase of 23% over last year shows how favorably other large manufacturers and distributors regard this prosperous market. Sales await you, too.

ASHLAND DAILY TIDINGS



Every day 206,265 Oregon buyers read these twelve
Mogensen Newspapers:

Albany Democrat-Herald	Medford Mail Tribune
Ashland Tidings	Oregon City Enterprise
Astoria Astorian Budget	Pendleton East Oregonian
Grants Pass Courier	Roseburg News Review
Klamath Falls Herald-News	Salem Capital-Journal
La Grande Observer	The Dalles Chronicle

M-C MOGENSEN & CO. Inc.

New York
Chicago
Portland

San Francisco

Detroit
Seattle
Los Angeles

NEXT, THE DALLES: ANOTHER \$10,000,000 FARM MARKET

arduous job of shaving at 7 a. m. each morning, while the second character study introduced you to the same chap, all smiles and happiness.

But the art embellishment here was an important factor, for the two scenes, in each advertisement, were always framed in the mirrors of bathroom equipment, duplicated exactly in pictures one and two, with a slight change of surrounding material.

This element of the setting is important, as must be understood, and it influences, very strongly, the physical appearance of the advertisement, bringing balance and cohesion.

In one campaign, where two illustrations were required in every display, it being a before-and-after plan, pictures were placed in pairs of scales. And in still another series, unique as to layout, one halftone was mortised into the outline of the page of an outspread book, while the other occupied the opposite sheet.

All such ideas as this make for a surer connection between two companion illustrations, and provide a natural setting far more pleasing and original than would be mere conventional shapes.

Some advertisers take the arbitrary stand that one picture should suffice and that two must prove more confusing. Any story which can't be told in a single illustration should be discarded. Why deliberately congest an advertising composition?

There is no logical reason to agree with this idea. It is very largely based on a layout specialist's professional viewpoint. It is the artist speaking, where the advertiser's wisdom would be preferable. How prone we are, in this age of beautiful physical aspects of advertising, to allow our theories to run away with us.

Appoints Lyddon, Hanford & Kimball

The Sperry-Gerard Milling Company, Brighton, N. Y., has appointed Lyddon, Hanford & Kimball, Inc., Rochester, N. Y., advertising agency, to direct its advertising account. Newspaper and radio advertising will be used.

How Trade Associations Are Spending Their Promotion Budgets

A PRELIMINARY report of a survey made by the Trade Association Department of the Chamber of Commerce of the United States shows that 297 associations have carried on trade promotion work; some 115 have been engaged in technical research; 109 have engaged in market research; 183 in publicity; 155 in advertising; 117 in field service and 107 in systematized education. Several associations reported that they have been engaged in technical or market research for fifty years. The following estimated expenditures were reported for 1930:

Technical research	\$ 874,431
Market research	298,260
Publicity	696,453
Advertising	5,816,969
Field service	1,225,510
Systematized education ..	415,862

Eighty-one associations report that their budget for 1930 was increased; 56 associations report a decreased budget, while 81 associations carried over the same budget. Twenty-one associations sent only the figures for their total budgets, the sum of these figures amounting to \$4,686,180, which obviously is not included in the expenditures for individual items. In other words, 127 associations reported a total 1930 budget for trade promotion work of \$9,327,485.

Supplementary inquiry forms are being mailed to trade associations which have carried on specific types of trade promotion work. Upon the tabulation of all the data it is expected that several publications will be issued, including one on technical research, one on market research and one on co-operative advertising.

To Direct West Electric Hair Curler Account

The West Electric Hair Curler Corporation, Philadelphia, manufacturer of West Electric Hair Curlers and Water Wavers, has appointed Martin-Pilling Shaw, Inc., Philadelphia advertising agency, to direct its advertising account.

Why Doesn't Your Advertising Tell Us the Price?

With Few Exceptions, Price Is the Ultimate Factor in Every Sale

By Ruth J. Nash

THIS is not to be an autobiography. I mention my unexpected and recent entrance into the business world merely because it was a sufficiently recent occurrence to cause me to view with curiosity a pocket-sized publication that is usually on my employer's desk. That is how I came to read the article in your November 27 issue entitled: "Should Manufacturers Mention Price in Consumer Advertising?" I mention it also because I want to emphasize the fact that my sudden departure from household duties was sufficiently recent to permit me to remember some of the typical reactions of a housewife to advertising.

Your article was concerned with the attitude of a group of well-known manufacturers toward the policy of mentioning price in consumer advertising. A table in the article brought out the point that far less than half of the periodical advertisers today display price in their copy. And various manufacturers, quoted by name in the article, explained why they did *not* use retail prices in advertising addressed to the consumer.

But what about the consumer—particularly Mrs. Consumer? How does she vote on this question?

It may be that our moneyed 400 do not bother their heads about the cost of what they buy (although I've heard some interesting stories of the closeness with which wealthy people check the price of every purchase). But about the majority of housewives in this country there can be no doubt that the question *what does it cost* is the final factor in coming to a decision concerning a purchase.

Since that is so, why don't manufacturers who advertise furnish this information in their advertising?

I notice that those manufacturers quoted in your article who

don't mention price give reasons that divide themselves largely into two groups:

1. The price is somewhat higher than the average for the field. They feel that this price handicap may be better overcome by the retailer in a face-to-face talk.

2. Retailers don't sell the product at a uniform price.

Would it be presumptuous were I to voice the opinion that, with perhaps a limited number of exceptions, neither reason is a valid one?

My recollections of conversations among typical housewives convince me that more women refrain from going to a retailer to inquire about a product that is advertised without price (they get the notion that it is higher priced than is actually the case) than would be scared away by the price were it displayed in the advertising. I notice, in this connection, that several manufacturers, quoted in your survey, who changed recently to the policy of mentioning prices, stated that they did so because they found that so many people had the idea that their products are priced higher than they really are.

A second answer to objection number one is that retailers, these days, are doing less and less actual selling behind the counter. It may be lack of time, ability or inclination. Probably it is a combination of all three. In any event, my innumerable contacts with retailers of all kinds and degrees give me a pretty firm conviction that, if I were a manufacturer, I would not depend to any great extent on selling help from the man behind the counter. I would rather entrust my advertising copy with the job of overcoming the high-price objection.

With regard to objection number two, it has been my experience

**JOHN L. MEYER, Field Director,
The George W. Mead Paper Institute,
and former well-known editor of newspa-
pers and the National Printer-Journalist**

comments on "the volume of instructive and interesting advertising" in *The Inland Printer*, and in a recent letter gives his reactions to this magazine:



"The remarkable monthly selection of practical and inspiring material you offer your readers no doubt is evidenced in your subscription and advertising departments. In the face of 'conditions,' the large increase in the volume of instructive and interesting advertising which you show, is outstanding and encouraging. In many years of editorial work in the printing and newspaper fields, I have not heretofore seen a more practical and valuable article on Selling of Printing, than that in your October issue, page 53, etc., by Mr. Willman, I am sure that a great many printing executives would want their salesmen, and also their produc-

tion men, to have copies for study and application.

"Now, this article is only one of many and various ones in the October and other recent issues, which seem to me to set out *The Inland Printer* as several jumps ahead in the literature of printing, and among all the means of exchange of information, ideas, methods and plans which are available to the industry. More power to you."

Mr. Meyer puts his finger on the great factor which makes *The Inland Printer* valuable to both reader and advertiser—"the remarkable monthly selection of material."

The ability to select the contents of this magazine is based on an intimate and practical knowledge of the requirements of this industry.

The Inland Printer



330 South Wells Street, Chicago, Ill.

New York Office, 1 East 42nd Street



that comparatively few articles are sold at standardized prices. If only these few manufacturers mentioned price in their advertising, it would be possible to go through whole issues of various periodicals without finding a price figure in the advertising sections. However, the fact is that manufacturer after manufacturer whose merchandise is sold at varying prices throughout the country, displays price in consumer advertising and seemingly is successful nevertheless and notwithstanding.

I happen to know, to mention just a single example, that the retail prices of drapery fabrics are no more uniform than those of manufacturers of linoleum. The latter, I notice, do not mention price, although with at least one of them low price is supposed to be a powerful sales factor.

The Scranton Lace Company, however, displays price in its consumer advertising and it solves this supposedly insurmountable problem of varying prices by the simple expedient of saying: "This pair of curtains (referring to a pair featured in a current advertisement) is known as Colonial Design No. 2 and retails at from \$3 to \$4."

Price Is King Today

There is just one more point I should like to make. I am sure nobody will dispute the contention that today the vast multitude of consumers are more interested in this matter of price than they have been for years. Retailers are advertising price as never before. The various chains are featuring price reductions on their regular lines; the shoe stores are an outstanding example. Newspapers are running tables showing how the retail prices of various commodities have dropped, as compared with last year.

And all with good reason. A shrinking pocketbook is a potent influence toward economy. The consumer, with or without reason, is giving a great deal of thought to price. Isn't that sufficient reason why manufacturers should give them this information in their advertising?

Committee to Study Local-National Rates Makes Report

When the board of directors of the Southern Newspaper Publishers Association holds its mid-winter meeting in January, it is anticipated that consideration will be given to recommendations submitted by the special committee appointed to study the question of local-national newspaper rates. Members of the committee are Enoch Brown, Jr., of the Memphis *Commercial Appeal*, chairman, George Biggers, of the Birmingham *News*, and Herbert Porter, of the Atlanta *Constitution*.

Their recommendations include a definition to be used in determining "retail" and "general" advertising classifications. The committee expresses its belief that there should be a differential between these two classifications, and further states, as a result of its investigation, "that in some instances the difference is too great and cannot be justified by the publisher. In these cases, we recommend that serious thought be given to correcting such a condition."

The report then takes up two factors which enter into the question of rate differentials, namely, circulation coverage and the cost of selling and servicing general advertising. Recommendations also are submitted which specify what services may be furnished by the publisher and also what services will not be performed.

"We recommend," concludes the report, "that the president of the Southern Newspaper Publishers' Association notify the Association of National Advertisers and the American Association of Advertising Agencies of these recommendations so that they may realize that the newspapers themselves are taking steps to remedy a situation which we feel in a measure has been criticized properly by both the A. N. A. and the Four A's."

G. H. Seaman Buys Interest in Deerfield Glassine

George H. Seaman, president of the Seaman Paper Company, has purchased a substantial interest in the Deerfield Glassine Company, Monroe Bridge, Mass., and has been made chairman of the board of that company. The Seaman Paper Company will act as exclusive mill sales agent for all products of the Deerfield company.

Officers of the Deerfield company will continue as follows: Joseph H. Wallace, president and sales manager; William L. Ross, vice-president and treasurer; Joseph Poole, secretary; Paul E. Hodgdon, manager of manufacturing, and Miss C. Fream, assistant secretary. N. E. Scott and E. J. Freudenmacher, will continue as sales representatives at Boston and New York, respectively.

New Account to Sun Agency

The Sinclair Manufacturing Company, Toledo, manufacturer of Sunrae, Soleo, Chieftain Chlorinated Lime and King Pin Lye, has appointed the Sun Advertising Company, of that city, to direct its advertising account. Radio and direct-mail advertising will be used.

True Detective Mysteries Printing a Million!

97% GAIN FOR 1930 «

WE began selling a unique package of entertainment in 1924. The first few years we spent getting it right editorially, developing new sources of material. In 1928 and 1929 we started to tell people about it. The chart on this page tells the rest. No other magazine for this period can show so great a rate of growth. No other magazine will compare in gains for the year ahead. It is all newsstand sale—no boy sale. Subscriptions are less than one per cent. True Detective Mysteries sells the man market. 85% of the original purchasers are men. No other 25c. entertainment magazine has so high a ratio of voluntary (newsstand) sale to men.

126.5% ADVERTISING GAIN

ADVERTISING revenue is increasing at an even greater pace than circulation. This year closes 97% ahead of last in average monthly sale, and 126.5% ahead in total advertising revenue. Rates can't keep up with circulation. This means bonus for the advertisers. Many are buying today on the basis of 300,000 guarantee. You may buy on the basis of 450,000. Yet, February's million print order indicates a bonus of nearly 100%. There have been five rate increases in the past twenty-one months.

Your letterhead will bring you a copy of our latest survey "Who Buys True Detective Mysteries." Address True Detective Mysteries, Graybar Building, New York City.

99%
Newsstand
Sale

140,000
copies
per month

1928

244,000
copies
per month

1929

480,000
copies
per month

1930

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Intensive Concentration Brings Leadership

The American Restaurant Magazine is the leading publication in the rich and steadily growing restaurant industry.

It has the largest circulation, the largest advertising lineage and more advertisers than any other publication in the field.

It is the first national restaurant magazine. Since its inception—more than eleven years ago—it has concentrated all of its editorial efforts to rendering restaurant men a real service.

The American Restaurant Magazine has been fortunate in the fact that during its entire life its consistent editorial policy has been carried forward to intensive reader interest under the direction of the same publisher and editor.

**The
American Restaurant Magazine
Patterson Publishing Company
5 South Wabash Avenue
Chicago, Ill.**

Teachers of Marketing and Advertising to Meet

The annual meeting of the National Association of Teachers of Marketing and Advertising will be held at Cleveland on December 29, 30 and 31, with headquarters at the Hotel Cleveland. As usual this meeting will be held at the same time and place as those of the American Economic Association and other groups, such as the American Management Association and the National Association of Teachers of Accounting. The program follows:

December 29: Round-table on Chain Stores (with the American Management Association).

December 30, morning: Joint session with the Association of Teachers of Accounting. Subject: Distribution costs. "The Technique of Distribution Cost Accounting," Howard C. Greer, University of Chicago; "Selling and Administrative Expense Analysis as a Basis for Sales Control and Cost Reduction," W. B. Castenholz, LaSalle Extension University; "An Illustration of the Results of Cost Analysis in a Particular Industry," D. C. Lowles, of D. C. Lowles and A. M. Akers, and "An Application of Standard Costs in the Field of Distribution," G. L. Harris, New York University. *Afternoon.* Subject: Industrial Marketing.

December 31: Subject: Marketing Research.

The Association will also hold its annual business meeting at this convention.

Chicago Agency Group Organizes to Relieve Unemployed

A representative group of advertising agencies have met at Chicago and formed a committee to relieve the unemployed and to help needy families of Chicago. This committee will co-operate with the charity organizations of the city. It will visit each advertising agency to obtain contributions from all employees. Several thousand dollars were raised during the first few days' work.

The personnel of the committee includes: E. S. Brandt, Brandt Advertising Company, chairman; M. S. Williamson, Roche Advertising Company; Harry Edward Freund, Vanderhoof & Company; Carroll Dean Murphy, Carroll Dean Murphy, Inc.; Frank McClure, Albert Frank & Company; F. B. Avery, McJunkin Advertising Company; Elmer Bullis, Lord & Thomas and Logan, Inc.; George W. Speyer, J. Walter Thompson Company; Ralph Eastman, Erwin Wasey & Company, Ltd.; William A. Kramer, Ferry-Hanly Advertising Company; S. C. Stewart, Stewart-Davis Advertising Agency, and H. R. Van Gunten, Dunham, Younggreen, Lesan Company.

H. M. Jackson, sales manager of the Outpost Farm & Nursery Corporation, New York, and president of the Victory Fertilizer Corporation, Boston, is now devoting all of his time to the latter corporation.

RADIO

R E S U L T S

No. 18

WHO?

One of the world's largest insurance companies receives an average of 1,000 letters a day from people who listen to its radio program. The daily thousand prospects!

The complete story may be secured from

SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

Chrysler Building, New York

Chicago

Philadelphia

Detroit

Dallas

THE ARCHITECTURAL RECORD

LEADER

In architectural thought



AN ARCHITECTURAL RECORD

SCOOP

(No. 6 of a series)

The Record pioneered, starting with the issue of January, 1929, in the treatment of the technics of construction by means of monthly type studies of various kinds of buildings, handled in exhaustive detail.

Entitled "Technical News and Research," this novel department was an immediate success, bringing commendation from readers far and near as a thoroughly constructive editorial feature of great practical value.

The seal of official recognition of the merit of the studies was affixed in the form of First Prize for 1929 in the Associated Business Papers, Inc., awards for editorial excellence under the classification "Best Article, Series of Articles, or News Report." Eighty-five magazines were entered for this prize, which was awarded to Robert L. Davison as editor of the "Technical News and Research" department.

THE RECORD maintains
its position as a

LEADER IN
ARCHITECTURAL
THOUGHT

THE ARCHITECTURAL RECORD

MEMBER OF A. B. C. & A. B. P., INC.
119 W. 40th St., New York

F. W. DODGE



CORPORATION
COORDINATED PUBLICATIONS
AND SERVICES FOR BUILDING
SALES IN THE BUILDING FIELD

Butterick Company Reports Income

Net income of the Butterick Company, New York, for the first nine months of 1930, amounted to \$282,925 which represents a decrease of 17.9 per cent under net income for the corresponding period of last year. A brief review, according to S. R. Latshaw, president, shows that during the first quarter of 1930 profits were 49.5 per cent under those of the corresponding period of 1929 while the second quarter showed a gain of .4 per cent. The third quarter registered a gain of 5 per cent over the third quarter of last year.

Financial reports for the month of October show a net profit of \$104,005, as compared with a loss of \$27,294 during October of 1929. This, Mr. Latshaw points out, brings the total profits of the first ten months of this year to \$386,930, making an increase of 21.9 per cent when compared with net profit for the first ten months of 1929.

Death of J. F. Held

John F. Held, president of the John F. Held Advertising Agency, Seattle, died recently at his home at that city shortly after having been stricken with a heart attack while attending a meeting at Seattle of the Pacific Advertising Clubs Association. He was fifty-five years old. He is survived by a son, Frederick, who was associated in business with him.

H. C. Hahlbeck with Long Beach "Press-Telegram"

Harry C. Hahlbeck, formerly with the Los Angeles Examiner and, more recently, director of sales promotion for Harry C. Culver, Culver City, Calif., realty developer, has joined the Long Beach Press-Telegram in charge of copy service and sales promotion for local advertisers.

New Accounts to Blaker Agency

The Hanley Company, Inc., Sneed & Company and the Vitaglass Corporation, all of New York, have appointed the Blaker Advertising Agency, Inc., of that city, to direct their advertising accounts. These appointments are effective January 1, 1931.

Death of Benjamin F. Simmons

Benjamin F. Simmons, owner and publisher of The Spice Mill, New York, died at that city recently. Mr. Simmons was head of this publication for a quarter of a century. The Spice Mill will be continued to be published by Mr. Simmons' family.

Thomas Revere with Benton & Bowles

Thomas Revere, formerly assistant city editor of the New York Evening Post, is now with the staff of Benton & Bowles, New York advertising agency.

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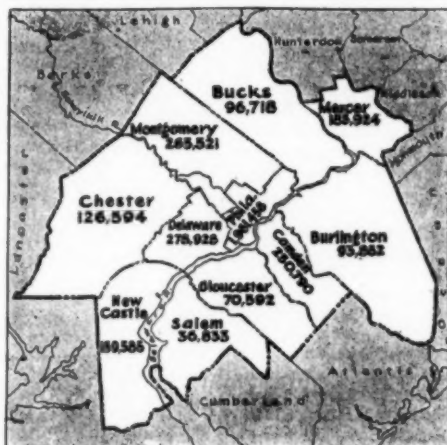
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4,370,077

is the population of

PHILADELPHIA and immediate counties

according to the 1930 census. To reach this vast population in the territory surrounding Philadelphia, it is necessary to use a high powered station.

WCAU

operates on 10,000 watts, twenty times more power than any other Philadelphia station.

National advertisers can gauge the effectiveness of broadcast advertising by using WCAU.

UNIVERSAL BROADCASTING CO.

Operating

WCAU and W3XAU

**Universal Broadcasting Building
Philadelphia**

Dear Gil:

It seems that gentlemen have opinions and maybe I know some reasons why. For instance, last summer in the locker room, I heard them state their preferences. In the long time that it takes to walk from the 18th and smile and sit and wait a bit and get it and feel better and take a shower and chat and dress and go, I heard them tell in positive numbers their opinions of commodities, *ad infinitum*. They told what they thought of shoes, sweaters, golf clubs, lockers, hot water heaters, soaps, bottles, waters, cars, stocks, bonds and income insurance . . . like they'd drum on kettle drums. Gil, those men thought as a few alert manufacturers wanted them to think. Because of good and persistent advertising they'd formed opinions. Because of good advertising they had bought and used. Because of good advertising they defended their choice and opinions valiantly against all comers . . . Gil, they'll BUY if they BELIEVE. If you'll make them believe, they'll make you rich. The greatest asset you have is their interest in magazines and newspapers. Your great privilege is that you can place your advertising in those pages. Don't place it there with your left hand. Make it the sincerest, the clearest, the smartest, the most interesting advertising in the book. Then, you'll change opinions. Then, they'll make you rich.



OREN ARBOGUST

• ADVERTISING •

30 N. MICHIGAN AVENUE, CHICAGO

The "Coupon Attitude" Toward Advertising

(Continued from page 6)

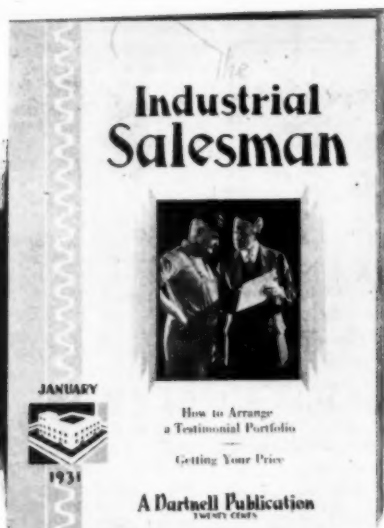
are for small size advertisements, brought down to minimum size and designed primarily as coupon pullers. If for any other reason larger space is necessary—if the advertising also has to do other jobs besides pulling coupons—the coupon cost will, of course, be much higher. If a booklet is being offered and not a sample of the product, the cost will be higher. These are what may be considered low coupon costs where a good sized and universally usable sample is offered.

Dr. Starch says that a black and white page averages 225 replies, and he gets this figure from 761,000 responses from 369 different advertisements. If you consider that he is figuring on such magazines as *McCall's*, *Pictorial Review*, *Saturday Evening Post* and *Collier's*, these publications average a cost of \$300 per 100,000 circulation, and this would indicate that the cost of the replies, according to Dr. Starch, averages slightly over \$1.25. From this it will be seen how the price is brought up by the inclusion of booklet offers as well as actual samples, since Dr. Starch is figuring on all kinds of replies, both free and charge, and all kinds of offers—booklets, samples, etc. Even this, however, is an extraordinarily good record for American advertising, to have brought the average coupon cost down to so low a figure.

One of the most important jobs that remains to be done when our public has talked back at us through coupons is to converse further with our new-found friends.

Not even yet have advertisers realized, except in a few cases, the value of ten or twenty thousand names which have come in on coupons, and to which have been sent a free or charge sample of the product, or a booklet.

These names represent an actual cross-section of our buying public. Here is a living and breathing piece



A 9x12 inch
magazine

40 pages
monthly

To Be Published in January

A ONE HUNDRED per cent sales magazine for dealers and salesmen of industrial equipment. Edited by an organization which for fourteen years has successfully helped sales managers and salesmen to greater sales accomplishment.

THE INDUSTRIAL SALESMAN is one of the new group of monthly magazines which Dartnell is developing for salesmen selling labor-saving and cost-cutting equipment. It goes into the homes of the "top" salesmen in key distributing organizations. It gives concrete information which salesmen can use.

An introductory group subscription rate of one dollar each when three or more subscriptions are placed from one organization is rapidly securing complete circulation coverage of all important distributing organizations. The regular subscription rate is two dollars a year.

An important editorial feature, starting with the January issue is the Course in Sales Leadership, conducted by John G. Jones, for ten years vice president of the Alexander Hamilton Institute and a lecturer on salesmanship at New York University.

Special charter rate to advertisers in the first three issues

DARTNELL PUBLICATIONS, Inc.

Other Dartnell sales magazines include

PRINTED SALESMANSHIP; OFFICE EQUIPMENT SALESMAN; and
HOME UTILITIES SALESMAN

4660 Ravenswood Ave., Chicago : : : 274 Madison Ave., New York

The
AITKIN-KYNETT CO.
1420 WALNUT STREET
PHILADELPHIA

announces that

HARRY T. BREEDING

has joined its staff



of the people who keep us in business. They are in every State in the Union—and among them are all the kinds of people who buy our product—all the ages, and mentalities and conditions of sex, race, creed and income tax. What is one to do with this priceless revelation? Here is the life blood of our business stuck under the microscope for us to look at. Here is its vital principle, exposed to our gaze. If we can analyze this specimen correctly, we probably cannot fail. If we analyze it wrongly we certainly cannot succeed.

In the face of these self-evident facts, what too often happens to coupons? They are turned over to Miss Dunkenfritz at Desk 67, who in about three weeks sends to these "names" (that's all they will ever be to her) the booklet requested, probably with a form letter. The coupons are then filed and forgotten. We might much better forget a week's payroll.

This is all that ought to be done with a coupon inquiry:

First, it should be answered with the utmost speed—in no more than three days at the most after receipt. If it can be answered immediately we are that much surer to begin a useful friendship. What is sent should be warm, sincere, simple and most carefully prepared. We are now talking direct to our meal ticket.

After all the coupon people—I cannot think of them as "names"—have been properly and efficiently and politely given what they bothered to ask us for, we are now in a position to learn something. Here are so many thousand people who have been interested enough to write us; who have received our booklet, or better yet, the sample of our product.

How did they like it?

What did they think of it?

Did they go around the corner and buy it? If not, why not, please? Did they have any difficulty finding it? (Distribution.) Did the clerk sell it without trying to substitute? Was the advertising the first place in which they heard about it?

How did it compare with com-

When Advertising Dollars MUST Pay Dividends in SALES

alert, progressive merchants concentrate their sales efforts in the ONE newspaper that thoroughly covers the great, growing Newark Market—the NEWARK EVENING NEWS.

Over 155,000 families read it daily. This group IS purchasing power. It is more than 55% greater than the reader family of the second Newark paper.

Department store sales in Newark are steadily increasing. Inventories are decreasing. These stores place almost twice as much advertising in the NEWS as in the second paper. Newarkers are buying thru the NEWARK EVENING NEWS!

Manufacturers can cultivate this growing market—a market that IS one of the country's most important retail trading centers—thru its dominant, its home delivered medium.

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'HARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

Modern Business Depressions!

A World-Wide Problem
Analyzed by 18 Experts



The MENACE of Overproduction

Cause, Extent and Cure

Edited by
SCOVILLE HAMLIN
with a Foreword by
STUART CHASE

The economic situation throughout the world is becoming increasingly serious. Overproduction and unemployment are growing steadily worse. What is the solution? Mr. Hamlin's book sanely and convincingly analyzes the situation and then suggests the cure. The practical constructive suggestions offered by this brilliant symposium will make the book important not only nationally but internationally.

\$2.75

A Wiley Book

JOHN WILEY & SONS, INC.
440 Fourth Ave., N. Y.

Gentlemen: Please send me a copy of Hamlin's "Menace of Overproduction."

☐ I enclose a check for \$2.75. ☐ Send C.O.D.

Name.....

Address..... P.I. 12-4 30.

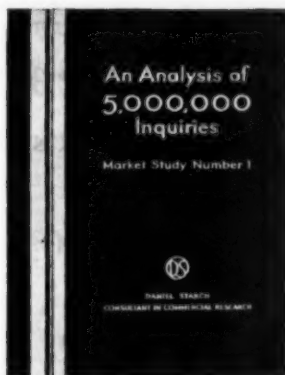
peting products? Which are you using, by the way? Which are you going to use now? Why, and why, and why? (Check your answers in the little boxes.)

"And as soon as you have given me this information, my new-found friend, I am going to send you free a package of so-and-so because I am so much obliged to you for your co-operation. . . ."

Miss Dunkenfritz just built her house on top of a diamond mine without knowing it, that's all—she saw was "so many coupons." Well, you can't blame her. The average advertiser—even if he has advanced to the "coupon attitude" toward advertising—seldom realizes what his coupons really mean to him as sources of information about his business.

All of which enthusiasm for coupons or replies to our advertising does not mean that we should always do this kind of thing. If you want your audience to try your product—if you want them to get more information about it than you can properly put into an advertisement—use a coupon. If your distribution needs extending and inexpensive sampling will help—use a coupon. If you are uncertain about the public's attitude toward your product and want to talk with them direct about it—use a coupon. In a word, the more you need to come face to face with your ultimate buyers with your product in your hand—this on top of your usual distributive mechanism—the more you need a coupon or its equivalent. On the other hand, don't coupon where you want the public to respond entirely through your trade. Don't coupon where what you send may antagonize or tend to supplant your trade. Don't coupon where such a device may split the reader's attention and take it away from your fundamental message.

Bearing these things in mind, we should still remain conscious of the kind of advertising which "coupon-mindedness" tends to produce. The very fact that it forces the advertising creator to keep himself so acutely aware of his audience is an important argument for its desirability. It substitutes ac-



EFFECTIVE

Advertising Procedure Indicated

EVERY advertiser, every publisher, and every advertising agency should find **AN ANALYSIS OF 5,000,000 INQUIRIES** highly valuable. 5,000,000 inquiries resulting from 3,500 national advertisements of 163 firms have been studied and the answers determined to such advertising problems as:

The relation between size of an advertisement and its effectiveness.

The effectiveness of color as compared with black and white.

The effect of left and right hand page positions.

The relation of the type of coupon or absence of coupon to the number of replies.

The relation of general position in the magazine to the number of returns.

And fourteen similar subjects are also covered.

Results are indicated both statistically and graphically—and can readily be compared with those for an individual company.

AN ANALYSIS OF 5,000,000 INQUIRIES is, we believe, by far the most comprehensive study ever made on the problems concerned. Price \$35 per copy. Please order from the Cambridge office.

DANIEL STARCH

CONSULTANT IN COMMERCIAL RESEARCH

Harvard Square
Cambridge, Massachusetts

420 Lexington Avenue
New York City

Each Year the Golf Market spends:

\$1,258,000

for China

\$592,800

for Glassware

\$1,634,000

for Linens and Towels

\$570,540

for Silverware

\$430,300

for Kitchen Equipment

The complete story is told
in "THE GOLF MARKET"
—the only authentic survey
ever made of this lively
buying market.

Write for your copy

Golfdom

THE BUSINESS JOURNAL OF GOLF

236 N. Clark St.

Chicago

20 Vesey St.

New York

846 S. Broadway

Los Angeles

tual selling for its mere theory. Finally, following the "attitude" through clear to its ultimate results will play the brightest kind of spotlight on one's advertising, one's product, and the probable future of one's business.

Where it is found desirable, the "coupon attitude" is certainly a sales attitude, which has a salutary effect on the advertising it provokes. It brings a "plus" of facts into the advertising equation, and by the proper analysis of its results conditions have often been revealed profoundly affecting the success of an entire business.

Appointed by Reading Iron

R. W. Thompson, advertising manager and manager of cut nail sales of the Reading Iron Company, Reading, Pa., and manager of sales of the Stoyestown Coal Mine, owned and operated by the Reading Iron Company, has in addition been appointed director of public relations of the Reading Iron Company.

W. F. Honer Elected by Fuller Brush

William F. Honer, advertising manager of the Fuller Brush Company, Hartford, Conn., has been elected assistant secretary. He has been with the company since 1921, having started as assistant advertising manager.

E. M. Hughes Joins Moll Agency

Edgar M. Hughes, formerly with The R. M. Hollingshead Company, Camden, N. J., and with Donovan & Armstrong, Philadelphia advertising agency, has joined the staff of George Moll-Advertising, also of Philadelphia.

W. D. McJunkin on Chicago School Board

William D. McJunkin, president of the McJunkin Advertising Company, Chicago advertising agency, has been appointed to the Chicago Board of Education.

Appoints Seattle Agency

The Calirox Cookie Company, Seattle, has appointed the Arthur E. House Advertising Agency, of that city, to direct a territorial newspaper advertising campaign featuring its fruit and nut filled cookies.

Joins Campbell-Sanford

Thomas D. Downie has joined the Campbell-Sanford Advertising Company, Toledo, as chief of the copy division.

WHAT TYPE FACES IN

TWO YEARS AGO

1931

?

Gilbert P. Farrar predicted in
the January, 1929, **PRINTERS' INK**

MONTHLY just what we would be using in the way of type
faces. . . . His predictions have been borne out. . . . Now,
where do we go from here? In the December **PRINTERS'**
INK MONTHLY Mr. Farrar shows us what we will begin to
use in 1931. Be sure to read

"THE NEW TYPE FACES FOR 1931"

By Gilbert P. Farrar
In **PRINTERS' INK**
MONTHLY for
DECEMBER, 1930

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. TREASURER, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

Pacific Coast: M. C. MCGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

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Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, DECEMBER 4, 1930

Respect the Trade

How dumb does a person have to be before he is unable to appreciate the very best of good advertising? Charles Phelan, general manager of the American Asphalt Paint Company, in discussing this point with one of our staff writers said he had never in all his experience encountered a customer or prospect who was on a mental plane that low.

"The highest grade advertising a manufacturer is capable of planning and buying," he said, "is none too good for the most sluggish mentality in our class of trade. This is why we have the best art work, copy, engraving and printing that we can possibly get."

In other words, Mr. Phelan respects his trade. Or, to put it another way, if a dealer is worthy of being approached at all, he merits

the same care and attention in the advertising designed to reach him as would be expended in the preparation of a campaign to be entered as a contestant for a Harvard Award.

It is interesting to contemplate what would be the result if all advertisers thoroughly respected their customers. There would be no misrepresentation, no foolish or sloppy use of questionable testimonials; the fake "sale" would be taboo; the uneconomic slashed price would be a missing quantity, thereby causing profits to be more stable and satisfactory.

Buyers of merchandise, including consumers, know a great deal more than they are given credit for. They are not nearly so naive, incapable and misinformed as many sellers imagine them to be. In the preparation of advertising, therefore, it is a wise thing to go on the assumption that everybody has at least a reasonable amount of intelligence and discernment. Some people, of course, lack these qualities; but why drag the advertising down to their level?

Louisville— After a Year

The preliminary reports on the Louisville Survey are now, for some manufacturers, ancient history. To be sure, there are several commodity reports still to be issued but the most significant facts for manufacturers generally were issued long ago and have been discussed at great length.

Those who are familiar with the Survey know what a mine of invaluable information it proved to be. Already it has had a profound effect on the policies of a great many retailers and wholesalers. We wonder, however, if its findings have ever been fully appreciated by manufacturers. We wonder—and we doubt.

By necessity the Survey was confined to a study of the food industry. Most manufacturers in other fields thereby decided that it had no application to their industries. Of course, such a decision was based on the old and disproved theory of "Our business is differ-

ent." Anyone who has studied business as a whole knows that conditions in an industry as they apply to the practice of retailing are very closely related to conditions in many other industries, particularly hardware, drugs, dry goods, toilet goods and several others.

A great many food manufacturers have been slow to learn lessons taught by the Survey and slower to apply these lessons to their own policies. In this we feel that they are making as big a mistake as the manufacturers in other industries who neglected the Survey entirely.

The Government is in a position to be of great help to American distributors. In the Louisville Survey it demonstrated what it can do in a restricted area. In its Census of Distribution, reports of which are now being issued, it has extended its work to a wider area and to more industries. Manufacturers who overlook this type of Governmental aid are turning their backs on significant information.

The Louisville Survey is not a year old. It is not a month old. Its lessons are applicable today. It will be a sad commentary on the vision of American business men if they allow the results of this Survey and others made or being made by the Government to gather dust on forgotten shelves.

In Step with the Times

Just about a year ago Bennett Chapple, vice-president of the American Rolling Mill Co., predicted that the highways of the future would be made of iron. The idea is receiving an actual test near Springfield, Ill.

In another section of the country, a bridge was recently paved with rubber bricks. It is claimed that the rubber brick has certain decided advantages. It was impossible to use them heretofore because of the expansion due to heat.

Also we are reminded of the glass brick—which was recently the subject of comment and which, it is predicted, will some day be used in buildings,

These are developments that stimulate the imagination. They demonstrate how inventive genius is speeding up the revolutions of the industrial flywheel. There are few businesses—in fact, there may be none at all—that are exempt from the possibility of overnight fame or overnight demise as a consequence of a fertile brain. Even the food field—staple of staples—may be thrown into something resembling a turmoil by the development of frozen foods.

So far as the future of advertising is concerned, two factors stand out in the inevitable march of progress. One is that our leading advertisers are keenly alert to the vital necessity of industrial research; they are keeping in step with the times. Frozen foods processes, for example, are controlled by companies that are now leading advertisers in the food field. Each step ahead by these companies means a broader field in which advertising may operate.

The second factor that stands out is the fact that today it is generally realized that advertising is the one thing that will shorten the spread between an invention's completion and its ultimate acceptance by the consumer. What once required a lifetime of bitter struggle is today accomplished in two or three years.

Both factors, considered together, offer incontrovertible proof that advertising need not worry about having no new worlds to conquer.

Watch Complaints

Do letters of complaint fluctuate with business conditions?

An executive who has come to this conclusion tells **PRINTERS' INK**: "We find that when business is good we get very few complaints. People are so busy they don't seem to have time to complain. The minute business is not so good and things get a little slow people have more time to brood over their troubles, they are in a less amiable state of mind in general, and complaints multiply. In times like these, complaints are ex-

tremely plentiful. It is a strange phenomenon, but it is true."

Apparently, the business executive must be something of a psychologist and sociologist in addition to an economist and expert strategist, in order to cope with the everyday problems of business. In any event, it is worth while to know that a gradual increase in the number of complaints, during times like the present, may not denote that the business is slipping but merely that the public or the trade is grumpy and jumpy.

Of course that doesn't mean that these complaints should be treated lightly. Every complaint must be viewed as a sales opportunity and treated accordingly. On the other hand, neither is it necessary to regard an increase in the flow of complaints with alarm. There is a world of difference between a sheaf of complaints that originate with customers who have every reason to be cheerful and complaints that come from people whose nerves are somewhat on edge. It requires executive ability to tell one from the other and then to map out the proper course of action.

Figures May Once again we
Not Lie, urge caution in
But— the promulgation,
either in print or orally, of figures that refer to amounts spent for advertising. We recommend caution because we have noticed that there are an increasing number of statements being made, most of which can only be based on very rough estimates.

Even where it is possible to submit accounting records, figures on advertising expenditures are apt to be misleading. One large advertiser, for example, will state that it is spending upward of \$20,000,000 in the course of a year. Is the public to infer that all those dollars are to be spent in the purchase of paid advertising? It may be that a large percentage of the expenditure is being used for sampling. Another advertiser will charge his sampling to sales expense and his advertising appropriation seems to be proportionately lower.

A desire to make a good showing among competitors, or perhaps a wish to get free publicity, may lead to exaggerated statements. Publicity is invited for the announcement that \$10,000,000 will be spent but little is said when the actual expenditure turns out to be much less.

Looseness in the estimating practices of individual advertisers carries itself over into attempted estimates of groups of advertisers. Thus we learn, for instance, that public utilities are spending this or that many millions of dollars.

These estimates, as they circulate, gain acceptance as fact. They hurt advertising. Political demagogues and half-baked economists seize upon them as ammunition for their own purposes. Advertising looms promisingly in the eye of the political legislator who is looking for new avenues of taxation.

Most serious of all, such estimates befuddle the public and dealers. Producers of non-advertised goods shrewdly turn these estimates to their own ends in sales arguments in behalf of goods for which the public pays more than it does for advertised brands.

There are estimates that are valuable because they are the result of careful checking of mediums. They indicate advertising bought and paid for but even then such estimates must specify their limitations if they are to avoid misinterpretation.

"The Neckwear Reporter" Starts Publication

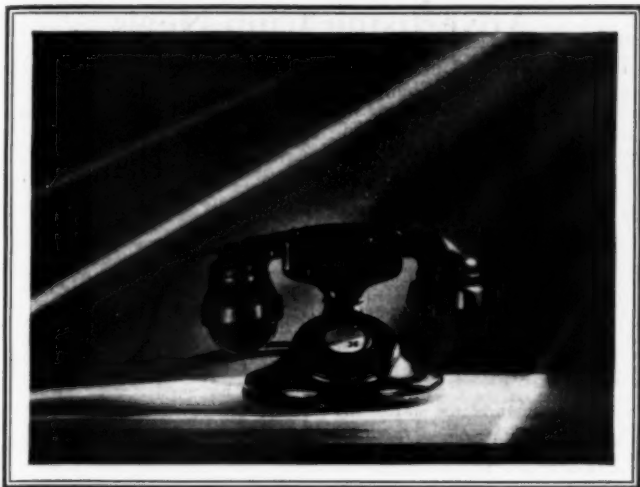
The Neckwear Reporter has started publication, with offices at 2 Park Avenue, New York, and will appear twice a month. William C. Segal is editor and publisher. Jack L. Masterson and Stanley Segal are on the business staff.

Appoints Redfield-Coupe

The E. L. Patch Company, Boston, has appointed Redfield-Coupe, Inc., New York advertising agency, to direct the advertising of its Nento lotion. Newspapers are being used.

Death of E. L. Howard

Edward L. Howard, advertising manager of the *Wilmington, N. C., Star and News*, died last week. He was thirty-nine years of age.



Their words have wings as swift as light

An Advertisement of the American Telephone and Telegraph Company

WE LIVE and work as no other people have ever done. Our activities are pitched to the swiftness of the instantaneous age.

Whatever happens, wherever it happens and however it may affect you, you may know it immediately over the wires or the channels of the air that carry men's words with the speed of light. Business and social life are free from the restrictions of time and distance—for practically any one, anywhere, may at any time speak with any one, anywhere else.

The widespread and co-ordinated interests of the nation depend upon an intercourse that less than sixty years ago was not possible in a single community. This is the task of the telephone wires and cables of the Bell Telephone System—to make a single community of our vast, busy continent

wherein a man in Los Angeles may talk with another in Baltimore or a friend in Europe as readily as with his neighbor.

It is the work of the Bell Telephone System to enable friends, families and business associates to speak clearly and immediately with one another, wherever they may be. Its service is as helpful and accessible on a village street as in the largest cities.

To match the growing sweep and complexity of life in this country, to prepare the way for new accomplishments, the Bell System is constantly adding to its equipment and bettering its service.

To this end, its construction program for 1930 has been the largest in its history. This System at all times accepts its responsibility to forward the development and well-being of the nation.



Advertising Club News

Type Should Be Counterpart of Advertisement's Elements

The ability to "look into type and see in it things that are absolute counterparts of the things you are building" was set forth as a fundamental principle in type selection for advertisements by Gilbert P. Farrar, typographic counselor, in a talk before a recent meeting of the Chicago Advertising Council. The type must be "clicked into the picture," he said. All of the parts of the advertisement must be designed with regard to one dominating principle, which is the secret of all beautiful things.

The man on the street, he explained, might not know why an advertisement so constructed makes an effective impression on his mind. But he will think it is beautiful, Mr. Farrar said, and will not be distracted by disharmony of the type with other basic elements of the advertisement, such as the layout, the illustration, the nature of the product and the market to be reached.

Mr. Farrar illustrated his point by reference to various of the more popular type faces. Caslon, he noted, is the "always pleasant" type and is adapted to most uses. Garamond is the irregular, classic letter, the "kingpin" of the classic types. Bodoni, the opposite of the classic letter, is serious; because of its great vibration of color—the pronounced variation in the weight of the streaks—and its angular lines, it is particularly well suited to the modern style. The decorative type faces, he warned, should be used sparingly and only as a touch of color; they are not to be used where readability is a requirement. The sans serif or block types are good for modern use and will be with us for quite a while.

C. K. Hart, advertising manager of the W. A. Sheaffer Pen Company, was the second speaker on the program. He outlined what he considers the three main sources for new ideas for use in national advertising. They are: (1) the present product and its uses; (2) new developments in the present product; and (3) the mediums used, through the market information which they can supply and the purposes for which they may be used. He illustrated each of these by examples from the advertising experience of the Sheaffer company.

Herbert Porter Heads Atlanta Club

Herbert Porter, advertising manager of the Atlanta Constitution, has been elected president of the Atlanta Advertising Club. He succeeds E. V. Dunbar, resigned. This is the second time that Mr. Porter has served as president of the club.

G. H. Miller, Manager, Providence Bureau

George H. Miller, formerly merchandise manager of the Hartford, Conn., Better Business Bureau, has been made manager of the Better Business Bureau of Providence, R. I.

Cites New Industries Which Will Stimulate Business

As an indication of the business volume which lies just ahead, Warren C. Platt, publisher of the *National Petroleum News* and president of the Associated Business Papers, outlined before the Chicago Association of Commerce recently the new-business opportunities of specific industries which already have, or soon will, come about as the result of new inventions and refinements in present manufacturing processes. His report was a summary of that given by business paper editors at the recent session of the National Industrial Conference Board.

Non-breakable glass, glass bricks, rubber bricks, furniture moulded out of composition material, rustless steel, frozen foods—these and literally hundreds of like developments, Mr. Platt pointed out, are bound to bring a new volume and life to business. He also called attention to the growing tendency toward the "balancing of industries," such as that which the oil industry is now undertaking as a means of adjusting itself more equitably to its consumption possibilities.

* * *

Industrial Advertising Agencies to Meet

Advertising agencies specializing in industrial and class advertising or having departments for handling this work will hold a two-day meeting in New York on December 5 and 6 under the auspices of the industrial agency division of the National Industrial Advertisers Association.

Paul Teas, of Paul Teas, Inc., Cleveland, is chairman of the committee and Oscar S. Tyson, of O. S. Tyson and Company, Inc., New York, is secretary.

Various matters relative to agency operation and finance will be discussed at the two-day meeting.

New Account for Buchen Agency

The Gisholt Machine Company, Madison, Wis., manufacturer of turret lathes, static and dynamic balancing machines and tool grinders, has placed its advertising account with The Buchen Company, Chicago advertising agency. Business publications and direct mail will be used.

H. A. Roemer Heads Sharon Steel Hoop Company

Henry A. Roemer, vice-president of the Continental Steel Corporation, Kokomo, Ind., has been made president of the Sharon Steel Hoop Company, Sharon, Pa. He succeeds S. F. Ker, who becomes chairman of the board. Mr. Roemer was, at one time, with the Canton Sheet Steel Company, Canton, Ohio.

Specialty Manufacturers or Process Owners

Interested in Selling to European Markets—

an American executive of outstanding achievement in this country, offers a rare opportunity. To his credit are the successes of products which he has lifted to national prominence and for which he has created sales records that remain unchallenged. As an organizer and builder of organizations he rates among the best in this country.

Manufacturers of specialties or owners of processes—whether this ad suggests for the first time European market development or whether you have contemplated such a step and have put it off for certain reasons—cannot afford to pass up the opportunity offered by this seasoned executive who is going to Europe.

On investigation you will find that your proposition could not be placed in more capable hands and that the best obtainable results are assured if he undertakes the introduction and marketing of your product in Europe.

The only restriction placed on the product is that it must have been successfully used in this country for at least a year.

Address your inquiry to

“Q,” Box 95, Printers' Ink

The Little Schoolmaster's Classroom

THE Schoolmaster recently came on an interesting angle of the ever important problem of maintaining dealer good-will. C. A. Dana Redmond, advertising manager for the Boston Varnish Company, maker of Kyanize, described it while explaining some of the ways this long-established concern helps its more than 6,000 merchants build business.

"In many of our national consumer advertisements we print a small paragraph or coupon telling the reader that for \$1 the company will send a pint can of paint, a brush and a booklet on how to do good paint jobs around the house. This offer is only a small part of the actual advertisement, but because we take each name and address so received, then figure what ordinarily would be the retail profit on such a sale, and send both consumer name and a credit slip for that retail profit to the dealer nearest the consumer's address, returns to us are large.

"Probably it costs us more than \$1 to make this \$1 sale and credit it," says Mr. Redmond, "but the fact that we will go to such trouble and expense to help him, impresses the dealer far more than we could hope to register on him with any other dollar.

"As most of our dealers have been on our books for years, we are convinced that by this plan of ours we get our money back in profitable good-will that maintains a stable dealer organization, even though first glance might indicate that the trouble is more than the sales profit." The Schoolmaster is convinced, too.

R. L. Slattery, of the sales department of the Upson Company, manufacturer of Upson Board, tells the Schoolmaster how postscripts to letters are being used effectively in company correspondence.

Originally the company conceived the idea of using postscripts to call the readers' attention to current

advertisements of Upson products in national magazines. On letters to retailers handling the products such postscripts have had the effect of acquainting them with advertising and merchandising activities on their behalf. Other recipients, such as prospective consumers, have been referred to specific advertisements and were sold on the use of Upson Board or Upson Fibre Tile in their homes.

The next logical step was the use of standard postscripts for other purposes. These are now devoted to whatever seems to be of greatest current interest. Some of the postscripts make no specific reference to the company or its products. Here is one that is being used at the present time:

Banishment of fear will bring business back to normalcy. As we all talk the folly of hysteria and foolishness of fear, the quicker the present economic situation will be adjusted.

These postscripts are being used by the sales, advertising, purchasing, accounting, export, manufacturing and other departments. The postscripts are changed regularly—at least every two weeks and more often, should occasion arise.

Following Charles A. Cannon's recent PRINTERS' INK article about how Cannon Mills are showing dealers that national advertising helps move merchandise off retail shelves, the Schoolmaster thinks the Class will be interested in a sale of Cannon towels held by The Fair in Chicago. During the month of August this department store broke all records by selling 26,500 dozens, or more than 300,000 towels.

There are several interesting selling sidelights. First, in the opinion of officials of the store, success of the sale was largely attributable to storewide employee co-operation. As counter cards announced in every department, customers might place their orders with "any sales person." To focus

Realtors—America's Homebuilders



HOMEBUILDING

Prosperity's Beacon

Residential building pulled business out of its 1921 slump and is now pointing the way out of 1930's depression.

- Since September 1st, residential building has shown a sharp increase in volume—in the face of usual declines at this time of year.
- Recent surveys show 2 to 5% residential vacancies — unusually low—indicating the need for homes in many leading cities.
- Real estate operators — whose increased building accounted for the sharp upturn in residential building volume this fall—have found an active buying market for their homes and apartments.

First to suffer, residential building is first to come back. The healthy condition of its market promises continued demand for homes. Real estate operators build the bulk of our homes and apartments — they are the key to increased sales for manufacturers.

The NATIONAL REAL ESTATE JOURNAL offers you an exclusive medium for advertising to these leaders of residential building. Its market is active now—its readers the leaders in that market.



NATIONAL REAL ESTATE JOURNAL



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS
139 N. Clark Street Chicago, Ill.

Combining—

the insistent timeliness of the newspaper with the vital importance of the professional journal.

RETAILING

*The Fairchild weekly newspaper
of modern distribution practice*

8 East 13th St., New York City

Typography

that is tastefully modern
without being irresponsibly modernistic.



ADVERTYPE

Co., Inc. : Typographers

228 East 45th Street, New York

Phone: VANDerbilt 0364-5-6-7

Advertypes Your Advertising

such combined effort, employees were divided into teams. Special cash prizes were offered for teams selling the most towels, and twenty-five prizes for high individual sales were added. Credit was recorded on the original sales slip, which had space for name of clerk, department and team number.

Second, window and store display were relied on largely to advertise the sale. Booths representing Turkish bazaars, with gaily colored canopies supported by gilded spears, guarded the three main entrances to the ground floor. Within these booths, to carry out the Turkish atmosphere, were salesgirls dressed in baggy trousers and loose-fitting blouses of red and blue stripes. Before every elevator hung overhead signs calling attention to the event.

The third sidelight that interested the Schoolmaster in this record sale of nationally advertised towels was that because only one quality, one size, one design and a restricted range of borders was offered, selling time was considerably reduced.

* * *

It is a pleasure for the Schoolmaster to find that his occasional suggestions sometimes are not only practical but have already been proved. In the November 6 issue of PRINTERS' INK the Schoolmaster suggested that manufacturers whose products carry a distinctive color might profitably supply their dealers and customers with their own paint for retouching articles scratched or damaged in shipping, in order to maintain that color distinction. In answer to this comment, a member of the Class has written to inform the Schoolmaster that the Federal Motor Truck Company has followed this plan for some time with some of its overseas distributors. The plan, first suggested to the company by its distributor in Spain, assures the company of the continuance of the good appearance of its product and of the permanence of its distinctive color.

* * *

Retired from active business but as mentally alert as ever, is a

A big advertising job is waiting for a big man

There's a lot to know—and a lot to do. There's writing to do. There are clients to see. It requires the go-getting qualities of youth—and the judgment of experience. Not easy to find in a single individual—we know that.

But the man who can qualify will have the chance of his life—with a 4-A agency of standing. A sheaf of samples will hurry an interview.

Address "O," Box 94
Printers' Ink

GILBERT P.
FARRAR

CONSULTING
TYPOGRAPHER

DESIGNER OF
MAGAZINES AND
NEWSPAPERS

420 LEXINGTON
NEW YORK

DON'T GUESS—KNOW

Arnold Research Service

OFFERS:

Market Analyses
Consumer Surveys
Trade Surveys
Product Tests
Style Trends
Copy Tests

FOR

Agencies
Manufacturers
Publications
Radio Stations
Retail Stores
Associations

45 West 45th Street
New York
333 North Michigan Ave., Chicago

member of the Class who, whenever self-imposed duty brings him to New York, favors the Schoolmaster with a visit. For years this member looked forward to the period of retirement he now enjoys and he never fails to express regret that more of his friends in advertising and in business cannot set aside their responsibilities. He has an acute sympathy for the suppressed yearnings of men who chafe to devote all their time to self-expression, whether by the written word, brush, mallet and chisel or care-free study.

His philosophy is one of encouragement. He preaches that men do not have to wait for retirement, that they can work out a philosophy of living which, if it were more prevalent in practice, would lower the mortality among professional men. It was with the gleam of a prophet who foresaw a better day ahead that he, on a recent visit, described a plan which he has taken to his heart.

The plan itself finds expression in the Annual Exhibition of The Ultramarines, sponsored not by organized art associations but by an advertising agency. It was quite by accident that, four years ago, Newell-Emmett Company discovered the nucleus of what has since become The Ultramarines, whose artistic inspirations contribute forty pictures to the current exhibit.

No one in the Class must think, through failure to classify the Ultramarine school, that his understanding of art has been neglected. Ultramarine is an oil pigment and chance developed it as the name of the Newell-Emmett group. Fifteen staff men are represented in the exhibit which divides itself fairly evenly among oils, water-colors and black and white subjects.

Such ambitious souls exist in every worthy advertising agency. N. W. Ayer & Son, Inc., has found them out and exhibited their work. Newell-Emmett has found sixteen or eighteen of them who have been dragged out into the light, modestly objecting at times, to be sure. Aside from the emotional satisfaction that management secures from encouraging an ex-

Selling the Man Who Says No

IN one prominent organization there are a bunch of executives who can and do say yes . . . sometimes too often.

There is one man who can and does say no . . . *and it sticks.*

His no outweighs fifteen yeses. He is normally inaccessible to space salesmen. Only once in a long while (and either with great difficulty or by accident) does a man who sells meet him.

Yet any considerable expenditure is invalid without his okay.

This man, and his type is duplicated in scores of

organizations, likes to make up his mind at his leisure, with all the facts in his possession.

Publishers who want to sell such organizations must either be content to have their reasons repeated at second hand, or get their messages to him in person by means of the printed word in PRINTERS' INK.

PRINTERS' INK is read each week by hundreds of executives, the most valuable prospects in all advertising, by men who have the power to say no.

It pays to keep your story before them.

PRINTERS' INK PUBLICATIONS

Reader Interest Founded on Merchandising Ideas

The American Lumberman is read by foremost lumber and building material dealers everywhere because of the practical sales-creating ideas and helpful merchandising information it contains. Have you seen a copy lately?

American Lumberman

Est. 1873 CHICAGO A. B. C.

THERE ARE
64,000
English-Reading
Families in St. Paul
91% of them
take the
St. Paul Dispatch
PITTSBURGH
Sales
Representative
eager to work
for you

If you are a responsible manufacturer of a real product, write today for frank, detailed information regarding this man. "N," Box 93, Printers' Ink.

emplary hobby, the Class member submits that the chief benefit is the incentive given to men to make their dreams live in reality. Men so moved develop a stimulating balance between their business and their art.

To the reflections of this Class member, your Schoolmaster adds a thought. This exhibit also serves a purpose in emphasizing the growing recognition of the place which art has in advertising. Another current exhibition, that sponsored by N. W. Ayer & Son, Inc., pays tribute to the work of creators of the written word. This comes closer to the business creating work of the professional man, who must receive encouragement in the knowledge that his work so produced, is dignified as a special division of art and so exhibited to a scrutinizing public.

* * *

In discussing his contemplated trip to the United States, Professor Albert Einstein recently made a statement which the Schoolmaster passes on to the Class without further comment. Following are two paragraphs from an Associated Press dispatch from Berlin:

With a puzzled air Dr. Einstein revealed that tens of thousands of dollars had been offered to him by American firms dealing in disinfectants, toilet waters, haberdashery, musical instruments, clothing and what not, if he would consent to sign his name to statements that he had used the articles and found them satisfactory.

"Is it not a sad commentary upon the commercialism and, I must add, the corruption of our time that business firms make these offers with

**We KNOW
DIRECT SELLING**

Ten years' experience with most successful firms selling through

agents at your disposal. Write or call Direct Selling Headquarters.

THE MARX-FLARSHEIM
828 Enquirer Bldg., Cincinnati, O.

"GIBBONS knows CANADA"

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no thought of wanting to insult me?" he asked, with a shake of his head. "It evidently means that this form of corruption—for corruption it is—is a widespread one."

Motor & Equipment Group to Continue Campaign

The Motor & Equipment Association has voted to continue its national advertising campaign on substantially the same basis as last year. This action was taken at its recent annual convention at Cleveland. The official appropriation figure for 1931 is again \$100,000. To this will be added funds realized from the sale of tie-up franchises to dealers. Last year this amounted to approximately \$25,000 and this year it is anticipated it will be considerably more.

The sentiment of the members was that the slogan which the campaign features—"Care Will Save Your Car"—became well established in the trade during the first year of the campaign. This year, it is felt, considerably increased consumer recognition will be secured, that foundation having been successfully laid. The vote to continue the campaign was unanimous.

Death of J. B. Pinkham

James B. Pinkham, for many years representative of the newspaper publishers of New York State in their dealings with labor unions, and executive secretary of the New York State Publishers Association, died last week at Syracuse, N. Y. He was fifty-six years old.

At one time Mr. Pinkham had been business manager of the old New York Tribune and had also formerly held similar positions with the San Francisco Chronicle and the San Francisco Examiner. He was formerly with the Hearst Newspapers at New York.

New Accounts to Cockfield-Brown

The Montreal office of Cockfield-Brown & Company, Ltd., advertising agency, has been appointed to direct the advertising of the Canadian service of the White Star Line and the advertising account of the Western Clock Company, Ltd., Peterboro, Ont.

Now the Richardson Taylor-Globe Corporation

The Richardson-Taylor Printing Company and The Globe Folding Box Company, both of Cincinnati, have consolidated into a new corporation known as The Richardson Taylor-Globe Corporation.

Joins Martin-Pilling-Shaw

B. Franklin Theobald, Jr., formerly with the copy department of McKee & Albright, Philadelphia, has joined the staff of Martin-Pilling-Shaw, Inc., Philadelphia advertising agency, as an account executive.



PROFESSIONAL women realize the necessity for a winter journey even before they plan their spring and summer vacations. There are several thousand executives serving on the coast to coast staff of the Y. W. C. A. Their duties compel them to travel, but they also seek refreshment in change.

TELL them where and how to arrange pleasurable tours in the January Travel Number of

THE WOMANS PRESS

National Official Magazine of the Y. W. C. A.

Helen B. Leavens, Advertising Manager

Plans 4700

600 Lexington Ave. New York, N. Y.

today

you are buying the
best typography of
which you know. If
there be a way to
better, can you af-
ford to overlook it?

SCHMIDT & LEPIS
Fine Typography



VANderbilt
8874

228 E. 45th
New York

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

WILL SELL County Seat Daily in New York State. Population 12,000. Circulation 4,500. Price \$100,000—cash required \$50,000. An excellent investment. Palmer, DeWitt & Palmer, 350 Madison Ave., New York.

CHICAGO REPRESENTATIVE—now handling one trade publication, big leader in field—can personally specialize on one other good publication desiring experienced high-calibre contacts with agencies and manufacturers. Have good Chicago office, which can become your Mid-Western headquarters. Salary or commission. Box 970, Printers' Ink.

SALES MANAGERS Can Become Distributors

Manufacturer of national reputation with large resources has an unusual opportunity for business men capable of organizing and managing efficient sales force.

Exclusive agency in various counties and States now open on patented office specialty, revolutionary in scope, and greatly needed by industrial plants, public institutions, wholesale shippers and every office.

All sales financed by us until mutually satisfied of ultimate success. Then, small investment for stock of fast moving merchandise will be necessary. Large, permanent income assured on repeat business.

Only men accustomed to earning annually \$2,500 to \$4,000 and better, and who can meet above qualifications need apply. No attention to application unless qualifications, references, territory desired, etc., are furnished in confidence. Advise when you are ready to start. P. O. Box 72, Varick St. Sta., N. Y. C.

EMPLOYMENT SERVICES

Art Directors, Visualizers, Illustrators, Layout Men, Letterers and Industrial Designers. All branches of the Graphic Arts. Free lance and staff basis.

ART ALLIANCE OF AMERICA
PLACEMENT SERVICE
65 E. 56th St. Plaza 6571-9756

How To Better Yourself

Confidentially consult Walter A. Lowen, formerly with "O & H" and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Register Free, 9-2 P.M. Vocational Bureau, Inc., 105 W. 40th St., N. Y. C., PEHna. 5389.

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. Individual attention to all placements by Elizabeth Muncy for 10 years in charge of employment bureau for AAAA.

Muncy Placement Service

Caledonia 2611
280 Madison Avenue, New York City

HELP WANTED

YOUNG LADY FOR SKETCHING AND COPY WRITING in Ready-to-Wear Department of Resident Buying Office. Apply by letter, stating experience. Box 976, Printers' Ink.

YOUNG MAN WITH ADVERTISING EXPERIENCE, SALARY TO BEGIN \$40.00. New York City. State age, education, religion and experience. Address Box 956, Printers' Ink.

TYPOGRAPHIC SALESMEN

We are willing to make suitable terms to the man who is doing \$40,000 business a year. Write fully. Our salesmen know of this advertisement. Box 959, P. I.

WANTED—by a printing plant in New York City doing very high-grade Booklet, Catalog and Color Work—a Salesman-Contact-Service Man with some customers of his own. Give full details in your answer. Box 960, Printers' Ink.

MISCELLANEOUS

FOR RENT

89-101 BEEKMAN STREET
SPACE FOR SMALL PRINTERS
\$28. Up Per Month

Apply
ROSENBERG-MURRAY CO., INC.
256 FIFTH AVENUE
CALEDONIA 3370
Or Superintendent on Premises

ARTIST—Expert photo-retoucher desires space with agency or printing house where some work can be had. Box 974, Printers' Ink.

POSITIONS WANTED

ARTIST—Young lady with 2 years' department store experience—black and white, color—good knowledge typography and layout—wishes permanent position. Box 972, Printers' Ink.

Adv. Solicitor and Salesman with over 13 years in New England territory on trade papers, specialty and display adv. desires connection with 1st class selling organization or publisher. Box 963, P. I.

YOUNG MAN—26, pleasing personality, college education, extensive art training experience in commercial art, good layout man seeks position assistant to art director to further training. Box 964, P. I.

ADVERTISING MANAGER—Experienced direct mail. Take charge advertising manufacturer, wholesaler. Copy, layout, ideas, merchandising. A-1 correspondent. Anywhere. Box 961, P. I.

YOUNG LADY with applicability, briskness, spirit, now employed; past four years head cashiers department, unusual references; can letter, design, place layouts; college education. Box 962, P. I.

PRINTING EXECUTIVE

Twenty-eight, familiar production, purchasing, estimating, proof-reading, cost (U. T. A.), bookkeeping, good office detail man. Box 958, Printers' Ink.

SALES PROMOTION MANAGER

Well-rounded experience planning, writing, merchandising, selling advertising, with leading stores, trade papers. College man, 38, clean record. Box 973, P. I.

TYPE LAYOUT MAN

Practical printing background and 4A agency experience. Typographical layouts in good taste. Box 969, P. I.

SALESMAN

**EXPERIENCED SELLING
TRADE-PAPER ADVERTISING.** BOX 957, P. I.

ARTIST—COPYWRITER

Fifteen years on agency and publication work—an executive with merchandising experience. A valuable assistant to advertising manager of trade publications. H. D. Gerloff, 190 W. Burnside Ave., Bronx, New York, N. Y.

ADVERTISING MANAGER

Young man, 29, college graduate, industrial advertising manager desires new connection. Eight years' all-around advertising experience, general publicity, newspaper, magazine, direct mail, marketing, merchandising. Box 967, P. I. Chicago Office.

MAIL ORDER and DIRECT MAIL—analysis, plans, dramatic, pulling copy, human-appeal layouts; splendid experience getting coupon, agent, C.O.D. and direct sale results. Box 968, P. I.

I WANT TO DEMONSTRATE my ability to be a dependable assistant to a busy advertising executive. Experience: eight years' office work, five years with engraving and lithograph houses on lettering, layout and art work. Age 30, married, well educated and able to assume responsibility. Box 977, Printers' Ink.

9 YEARS' ADVERTISING, MERCHANDISING, PROMOTION.

Record of successful results. A capable, steady plugger applying straight-forward basic business fundamentals learned at advertising agency, newspaper and industrial corporations. Sound ideas, copy, layout, production; house-organs, specializing direct mail. Box 975, Printers' Ink.

PUBLISHER and BUSINESS MANAGER

with 12 years' successful experience on 2 mid-west dailies wants connection as publisher or business manager with daily in town of 10,000 to 25,000. Knows how to build profits both by increasing revenue and cutting expense. Will make substantial investment in right proposition if desired. Box 965, Printers' Ink.

PUBLISHERS—AGENCIES

Young man with excellent background available for connection with Advertising Agency or Publisher. Has the following qualifications: Long practical experience in printing production. Can organize and handle men, printing critic. Contact man between Printer and Publisher. Supervise printing or agency business pertaining to the mechanical side. Box 955, P. I.

Agency Executive Available

Former principal in well-known agency. Will consider agency connection, or assistant to advertising manager. Salary moderate.

Copy—Visuals—Plan or
Production
Box 971, Printers' Ink.

ABRAHAM LINCOLN

said

"I shall prepare myself and my time will come."

PREPARATION

Market analysis, direct mail work, dealer and jobber literature, sales direction, personal sales work on new and important accounts (latest four new accounts in seven days), supervision and co-ordination of advertising with sales, packaging, window display, layout and copy . . . and a firm grasp on the principles of mass selling. College man at present employed as sales promotion manager for a subsidiary of a nationally known corporation. Has his time come? Box 966, Printers' Ink.

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Announcing a New Department for the Service of Manufacturers

Collins & Alexander have just added the services of an expert typographer and printer to counsel with buyers of sales promotion literature.

No, we are not selling anything but our product—engravings. This service is free and we believe it to be the most valuable of its kind in Chicago, at any price.

To anyone who buys printed matter this is a buy. You can't lose and you may save a substantial amount each year.

Call Central 4089, or drop a line to 65 East South Water Street, Chicago, and ask for a representative.

COLLINS & ALEXANDER

America's Finest Photo-Engraving Plant
65 East South Water Street • Chicago

IN 19 OUT OF 23 CLASSIFICATIONS

of general display advertising,
the Chicago Tribune carries more
lineage than any other Chicago
newspaper. In 11 of these 19
classifications, the Tribune
carries more lineage than all other
Chicago newspapers combined!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, October, 1930

In excess of 820,000 Daily, 1,085,000 Sunday